



THE LAUNCH STRATEGIST® SERVICES

Helping CEOs launch significant ventures, avoid launch failure, and lay the foundation for long-term success



Purpose



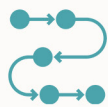
Product



People



Promotion




Process



Profit





At the Launch Strategist®, we provide a complete suite of launch services to help our clients meet their business launch goals.

LAUNCH TO START

Are you a CEO looking to start a large corporation? Then 'Launch to Start' is the perfect partner for you. We'll work with your developing leadership team to lay the groundwork, create a strong go-to-market strategy and set the organisation up for long-term success.

LAUNCH TO GROW

Are you ready to take your business to the next level? Then you need 'Launch to Grow' by your side. We work with C-level executives of growing organisations to audit their business and help them get ready for successful expansion. We'll make sure everything is optimised for success, from your operations and finances to your marketing and sales strategies.

LAUNCH TO EXIT

Are you getting ready to sell your business? If so, you'll want to make sure that everything is in order so your business is appealing to potential buyers. That's where we come in. We work with the senior leadership team to ensure that your company's systems and processes are up to par and meet the standards of potential buyers. We also help redesign everything from the company's branding to its marketing strategy to make it more attractive to buyers.

OUR LEVELS OF SERVICE

At The Launch Strategist® we provide 4 levels of service, to support your launch goal, whether that's 'Launch to Start', 'Launch to Grow' or 'Launch to Exit'. Each level of service can be delivered individually or combined as a packaged offering.

SUMMARY

6P Audits	6P Launch Strategy Days	6P Launch Consultancy	6P Launch Implementation
<p>Assessment of each of the 6Ps in your organisation</p> <p>Determine the gaps that will impact your launch and future growth</p> <p>Helps close those gaps for greater business growth</p> <p>Provides steps to transform your business and achieve success.</p>	<p>Expert advice and a tailored strategy that closes any gaps in your business</p> <p>Deep dive and analysis of the areas crucial to your growth</p> <p>Receive a detailed roadmap that leads to your launch goal</p> <p>Gain full control of your organisations growth</p>	<p>Oversight of the implementation of your strategy from start to finish</p> <p>Support, training and guidance from launch experts</p> <p>Access to our exclusive resources and tools</p> <p>Achieve your desired results with our help</p>	<p>Full management of the implementation of your launch</p> <p>Hands-on support from our network of launch partners</p> <p>Full integration with your existing agencies and team</p> <p>Streamlined launch process for greater efficiency and success</p>

WHAT'S INCLUDED

6P Audits	6P Launch Strategy Days	6P Launch Consultancy	6P Launch Implementation
<p>A half-day workshop with your key leaders and department heads to understand where your organisation stands in relation to each of the 6Ps</p> <p>Processes, systems and strategy documentation are audited and reviewed</p> <p>Summary report with findings provided</p>	<p>Achieve your organisation's goals through a custom-built strategy day with your senior leadership team</p> <p>A holistic overview of your organisation and where the key issues are</p> <p>A 6-month roadmap of activity</p> <p>Presentation of the strategy to the C-Suite for buy-in</p>	<p>For a period of 6-12 months you get:</p> <p>Training on key areas to empower your team</p> <p>Access to specialist consultants in key areas such as change management</p> <p>Mentoring and coaching your marketing managers.</p> <p>Access to our network of strategic partners inc. PR specialists</p>	<p>End-to-end project management</p> <p>Marketing campaign planning and execution</p> <p>Onboarding</p> <p>Performance tracking and reporting</p> <p>Strategic partner access</p> <p>Existing channel optimisation</p> <p>Implementation of tools, processes and systems</p> <p>Implementation of new marketing channels</p>

OUTCOMES

6P Audits

- Get your business off the ground with a workshop that will help you map out your strategy
- Gain clarity on what you should be doing to prepare your company for growth
- Avoid common mistakes and pitfalls with an audit report that covers all the essentials

6P Launch Strategy Days

- Achieve your company's goals with less stress and confusion
- Eliminate wasteful spending by having a clear strategy for allocating resources
- Create a roadmap for success that can be used over and over again by your leadership team and dept. Heads

6P Launch Consultancy

- Peace of mind that comes with knowing everything is under control.
- Effective use of marketing budgets
- Achieve launch goals with ease
- A marketing team that is confident and capable
- Transform your business with the help of experienced professionals.

6P Launch Implementation

- Reduced launch stress
- End-to-end support from planning to execution
- Launch with confidence, knowing you have a team of experts behind you.
- Enjoy the peace of mind that comes with a successful launch.

OUTPUT

- Half-day Workshop
- Audit Report

- Strategy day
- Strategy document
- Strategy Presentation

- Strategy day
- Strategy documents
- Strategy Presentations
- Monthly update meetings with CEO or project sponsor
- Bi-weekly meetings with marketing head
- Bi-monthly workshops and trainings on key areas
- Launch mentorship and coaching for Marketing Managers
- Monthly update report

- Full launch team to run and oversee the entire launch.
- Live project updates via a project management tool
- Strategy documents.
- Milestone presentations
- Monthly update meetings with your key people
- Unlimited calls and meetings
- Monthly update reports.

PRICE

From £1500

From £4500

From £4000 per month
(min 6 months)

From £10,000 per month
(min 6 months)



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