

# The Global Leader in Strategy Execution

## BTS Overview



*"We asked BTS to create a customized, sophisticated simulation experience that brought our key business challenges to life. Ultimately, the BTS simulation created an exciting communication platform that allowed me to quickly align Kimberly-Clark's senior team around enterprise value creation."*

- Thomas J. Falk,  
CEO, Kimberly Clark

### Overview

In today's turbulent business environment, business strategy, no matter how well thought out, is only as good as its execution. With over 25 years of experience, BTS is the leading global strategy implementation consultancy, dedicated to building alignment, mindset and capabilities that accelerate business results for our clients. Through custom [business simulations](#) and targeted [experiential learning](#) programs, BTS works with organizations to maximize business impact. With 350 professionals serving more than 400 clients from over 25 global offices, BTS is a key partner in delivering real business results.

### The BTS Strategic Execution Framework

Translating strategy into action is a critical issue for every leader today. Working with world-class companies, BTS has identified and addressed three core elements to enable successful execution – alignment, mindset and capabilities.

**Alignment:** Employees need to clearly understand their company's strategic direction and priorities. This includes a deep understanding of what the strategy is, why it is important, and how it will be implemented.

**Mindset:** Successful execution requires collaboration and commitment. To accelerate execution, individuals need to be engaged and passionate about the strategy. Connecting the strategy to personal success is critical.

**Capabilities:** Companies that excel in execution invest heavily in building the skills and capabilities necessary for execution. These include but are not limited to business acumen, leadership, sales and project management.

### The Opportunity: Partnering with BTS Drives Real Business Results

BTS maximizes business impact by closely linking engagement and skill building to your organization's goals and

*“The two day simulation got leaders from different organizations with disparate points of view to work together and understand the real trade-offs and friction points inherent in our strategy. The simulation experience provided the ‘big picture’ view we needed.”*

- Tod Nielsen,  
Chief Operating  
Officer, VMware

priorities. With a deep understanding of broad strategic and industry-specific challenges, our experienced consultants create and deliver customized learning and execution journeys, combining live, online and virtual experiences. We assure results by closely involving and engaging leadership throughout the process.

Leading companies turn to BTS when facing the following challenges:

- Aligning with and executing the company’s strategy and key performance objectives
- Improving business and financial decision making
- Transforming sales organizations into business results accelerators
- Integrating newly merged companies
- Modeling complex value chains for collaborative cost elimination
- Improving business acumen throughout the organization
- Implementing a culture of innovation

### BTS is a Leader in Key Practice Areas

BTS partners with organizations to accelerate execution and improve profitability. We add value for clients through practice areas in Strategy Execution, Business Acumen, Leadership Development and Sales Force Transformation.

#### Strategy Execution

- Strategy Transformation
- Business & Financial Decision Making

#### Business Acumen

- Building Business & Financial Acumen
- Performance Metric Implementation

#### Leadership Development

- Front-line Execution
- Leading from the Middle
- Cultural Transformation

#### Sales Transformation

- Understand Your Customer’s Business
- Sales Force Transformation
- Cross Selling

### A Partner in Delivering Long-Term Results

For more than 25 years, field testing has proven our methodology to be the most effective way to help build **alignment, mindset** and **capabilities** around strategic priorities. Our teams of consultants work closely with our clients’ senior leaders to develop and customize strategy acceleration and capability development programs.

We ensure that every engagement delivers measurable business results at the individual and organization level. By establishing action plans, feedback processes, and follow-up measurements, BTS works with clients to support long-term performance improvements that continuously drive business impact.



#### Our Clients:

BTS has in-depth experience in a broad array of industries. We are proud to serve 44 of the US Fortune 100 companies and more than 25 of the Global Fortune 100 largest corporations in the world. Some of our clients include Accenture, AT&T, Bank of America, Ericsson, Hewlett Packard, Nokia, Pfizer, Sony, Toyota, Unilever and Xerox.

#### BTS Locations:

BTS serves its clients from offices in New York, Philadelphia, Chicago, Austin, San Francisco, Scottsdale, Stamford, Bangkok, Beijing, Bilbao, Brussels, Helsinki, Johannesburg, London, Madrid, Melbourne, Mexico City, Oslo, Paris, Singapore, Stockholm, Sydney, and Tokyo.