

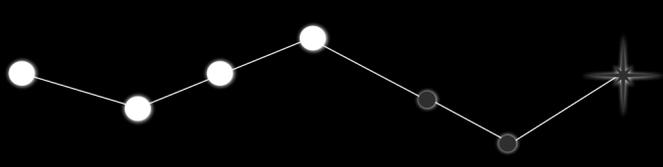
YOU'VE LANDED ON:

# Planet Business!

## The Strategist

Progress Toward Techco:

4/7



Telco → Culture → Tech → Business → CX → Talent → Full Circle

**High clarity and performance**  
Commercially sharp and execution-driven — but structurally dated.



### Preliminary Assessment

The organisation scales what works with discipline. Decisions are data-driven and results-oriented. However, systems, culture, and architecture are optimised for current success, not future disruption.

### Potential Watch Outs

#### Organisational Ways of Working

- Top-down execution limits frontline insight – Structural inertia limits response to market shifts
- Innovation is constrained by existing P&L structures – Short-term optimisation undermines long-term resilience & Disruptive opportunities are missed
- Cross-functional collaboration is incentivised weakly

#### Limits to delivering best-in-class Customer Experience

- Offers perform well but evolve slowly
- Differentiation is hard to sustain
- Experience improvements lag market expectations

#### Technical Challenges

- Systems are tightly coupled to current business models
- Change introduces operational friction
- Adaptability is costly and slow

### Circles recommendation to unblock next growth phase

- Invest in connective platforms across functions
- Introduce lightweight innovation paths linked to strategy
- Incentivise collaboration beyond business unit, embedding cross-functional KPIs into individual OKRs

### Digital Advisory Support Services (DASS)

Digital Advisory Support Services (DASS) provides hands-on strategic and operational guidance to help operators turn digital ambition into measurable outcomes. Working alongside your teams, our experts support everything from market strategy and go-to-market execution to operational optimisation and customer value management.

The focus is pragmatic and data-driven, ensuring decisions are grounded in real customer insights, clear KPIs, and proven operating models that drive growth, efficiency, and long-term competitiveness.

#### What DASS helps you achieve

-  Define clear market strategies, business plans, and performance KPIs aligned to your growth goals
-  Optimise operations across customer experience, distribution, and partner management
-  Execute go-to-market and digital marketing strategies that reach the right segments effectively
-  Leverage advanced analytics and CVM frameworks to improve engagement, retention, and lifetime value
-  Strengthen business performance through ongoing reviews, partnerships, and phygital strategies

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