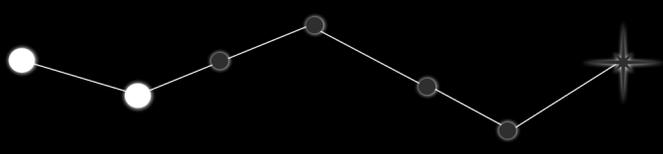


YOU'VE LANDED ON:

Planet Culture!

The Unifier

Progress Toward Techco:



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

2/7

Strong internal alignment and trust

But limited translation of strategy into execution for digital experiences for customers & operators.



Preliminary Assessment

The organisation has invested heavily in values, engagement, and alignment. While buy-in is high, execution velocity is low. Consensus dominates decision-making, often at the expense of speed and accountability.

Potential Watch Outs

Organisational Ways of Working

- Decision rights are diffuse and unclear - Momentum dissipates after alignment phases and Cultural energy fails to translate into business impact
- Alignment substitutes for ownership deprioritizing execution rigor & discipline
- Cultural initiatives operate separately from delivery metrics

Limits to delivering best-in-class Customer Experience

- Intent to improve experience is high, impact is inconsistent
- Slow execution delays tangible customer benefits
- Faster competitors out-execute despite weaker internal cohesion
- Feedback loops exist but rarely drive prioritisation

Technical Challenges

- Agile tools & collaboration platforms exist but are not enforced through delivery
- Data is shared inconsistently rather than unified across pipelines such as channels, partners, customer segments

Circles recommendation to unblock next growth phase

- Establish clear decision rights and single-threaded ownership
- Tie individual performance KPIs directly to business KPIs - revenue, CX, or efficiency outcomes
- Implement time-boxed agile operating models
- Increase leadership tolerance for controlled execution risk

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

Content You'd be Interested In

Generation Digital: The Next Growth Fro...
CIRCLES
Generation Digital: The Next Growth Frontiers
Awais Malik, Chief Growth Officer
Watch on YouTube

Digital Pioneers Part 4: Winning Over Generation Z
[Read Article](#)