

# ANALYSIS & INSIGHT

Rock-Solid Information for Sound Ventures



Transform mere data into intelligence and insight to make your key decisions with confidence.

## You Can Expect Results

- ✓ **CONTRAST** – When the options aren't clear, make them stand out from each other. Define alternatives, choose decision criteria, and clarify the pros and cons.
- ✓ **VALIDATION** – Test your decision, project, or business model to discover strengths and fix the weaknesses before they become problems.
- ✓ **CONFIDENCE** – Good information and rigorous analysis give you the trusted knowledge to communicate options, make difficult choices, and get better returns on your investments.
- ✓ **INNOVATION** – Opportunities to outpace the competition or solve the issue may be hiding in plain sight; reveal them when you take a sharper look at your data.
- ✓ **REALITY FOCUS** – Intelligently assess the situation to make sure your strategic plan, business plan, or work plan address real trends, drivers, and conditions.

## When You Need

**COMPETITIVE ANALYSIS**

**CUSTOMER UNDERSTANDING**

**BUSINESS CASE EVALUATION**

**STAKEHOLDER MAPPING**

**INNOVATION ASSESSMENT & STRATEGY**

**SUSTAINABILITY ASSESSMENT & STRATEGY**

## Value at Every Step

- ❖ Situational Assessments
- ❖ Organizational Assessments
- ❖ Stakeholder & Customer Interviews
- ❖ Business Model Analysis
- ❖ Benchmarking Studies
- ❖ Market Research
- ❖ Data Visualization & Analysis

Contact Andrea Ramage for information:

**425.495.9066**

[andrea@somersaultconsulting.net](mailto:andrea@somersaultconsulting.net)

[www.somersaultconsulting.net](http://www.somersaultconsulting.net)



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