

## OUR CONSULTING APPROACH

# Strategy Through Execution

From Complexity to Clarity.  
From Strategy to Execution.

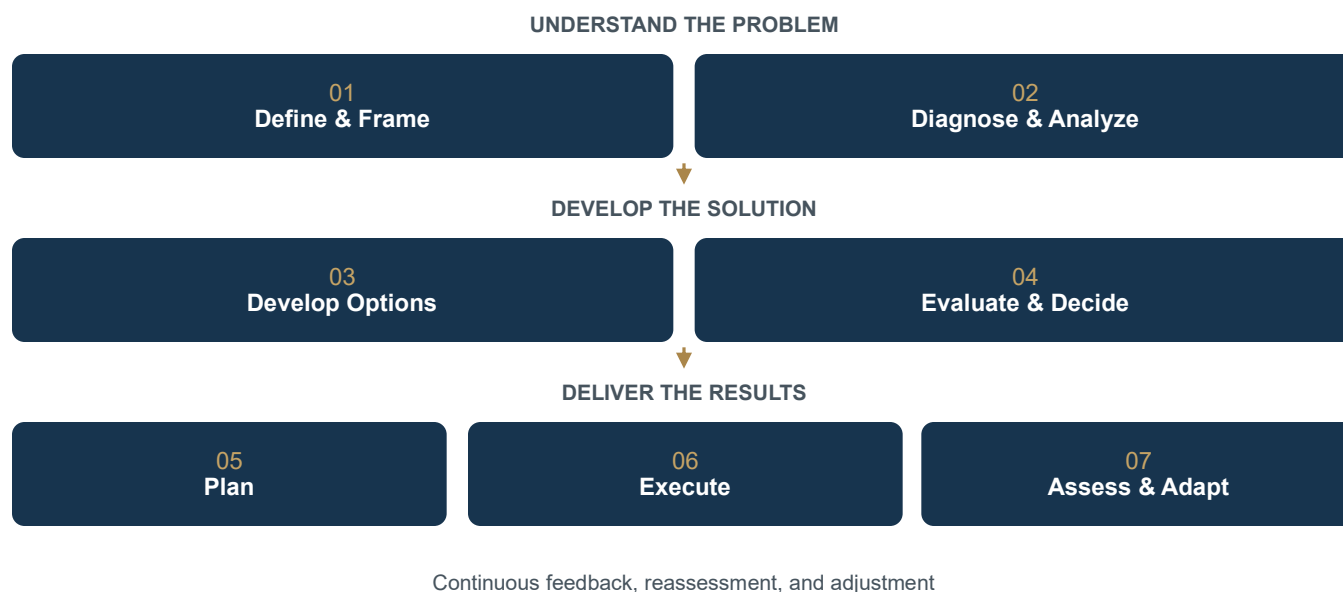
## A consistent framework tailored to your needs

TVZ Strategy & Operations connects strategy with execution through a disciplined seven-phase framework. We tailor the depth, tools, and support within each phase to your organization's needs—whether the challenge involves strategic direction, organizational effectiveness, or operational performance.

## Our philosophy

Start with the problem that matters. Understand the evidence and operating realities before choosing a solution. Make tradeoffs explicit, give people clear ownership, and use results to guide the next decision.

## The TVZ Seven-Phase Methodology



## Built for the decision and the work ahead

The method scales to the challenge: a focused decision, a defined initiative, or sustained support from strategy through implementation.

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## THE METHOD IN PRACTICE

# What each phase delivers

### 01 Define & Frame

Clarify the problem, scope, stakeholders, and success measures.

*An agreed problem statement and a clear definition of success.*

### 02 Diagnose & Analyze

Examine evidence, root causes, constraints, and operating conditions.

*A grounded diagnosis and a focused view of what needs to change.*

### 03 Develop Options

Build viable alternatives with the people who will help deliver them.

*Practical choices with clear assumptions and implications.*

### 04 Evaluate & Decide

Compare value, feasibility, risk, resources, and tradeoffs.

*A selected course of action and a documented basis for the decision.*

### 05 Plan

Translate the decision into priorities, milestones, resources, and ownership.

*An executable roadmap with responsibilities and measures of progress.*

### 06 Execute

Coordinate delivery, resolve obstacles, and maintain decision discipline.

*Visible progress, accountable owners, and timely issue resolution.*

### 07 Assess & Adapt

Review results against the baseline and adjust as evidence changes.

*A clear view of performance and informed decisions on what comes next.*

## The right support for the challenge

Start with a focused assessment, work through a specific decision, or engage TVZ from strategy through implementation. We tailor the engagement to your needs, with clear deliverables, defined responsibilities, and an agreed scope.

Our purpose is to help you understand the problem, make informed decisions, and translate those decisions into practical results.

**Let's discuss your priorities and the path forward.**

Tyler Van Zandt

Founder & Managing Principal

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