



## Strategy, marketing and governance clarification

### Square Peg support

As professional advisors to the European leader we worked with her to clarify the corporate strategy, the approach to marketing, and governance issues related to decision making by the geographically dispersed senior leadership team.

### The result

The senior leadership team now has a framework from which to set monthly agendas, make investment decisions, and monitor and prioritise marketing initiatives. The processes established free up the team to focus on driving value and building the business and not on the politics and distractions of unclear governance.

### *The challenge*

*This advisory merchant bank serving the global investment management industry found that due to distance and the lack of a clear process, its senior leadership team was unaligned in its approach to the market. The project was led by the Managing Partner located on the East Coast of the US and supported by offices in New York and London.*