

Revision of Strategic Direction & Vision for a prestigious Sports Club in Singapore

• Situation & Challenges

The client wanted to assess their vision and its applicability and the extent to which it was being translated into strategies & actions at that point in time. They also wanted to identify gaps against new vision to devise strategies and actions to bridge the gap and track key metrics to evaluate their performance.

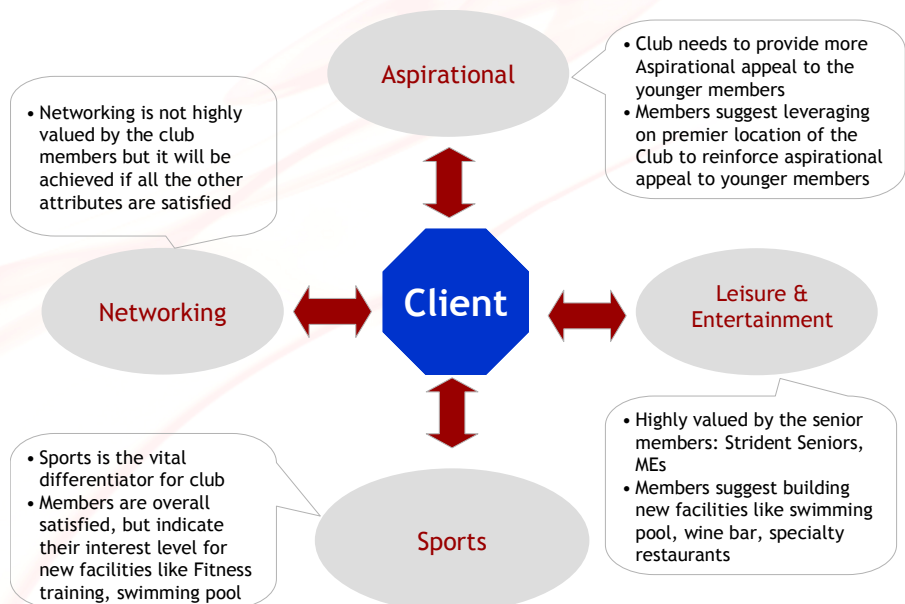
• Our Approach

- We analyzed factors such as member usage, spends data to understand and characterize current usage patterns, behavior, and attitude among the club members.

- Through 2 Vision Workshops, we assessed stakeholder needs & expectations while simultaneously mapping the competitive landscape and identifying key delivery triggers. The gaps in the current positioning were also identified through these exercises.

- We developed the road map to translate the club's vision into

actionable strategies and performance measurement approach. We recommended a phased implementation of the initiatives prioritized by impact, complexity, & cost



• Result

The client adopted our recommendations and decided to implement initiatives.