

B1-AKT
ADVISORY SERVICES

**FOR LEADING
BUSINESSES
AND SUSTAINABLE
DEVELOPMENT**

A network diagram consisting of numerous small circular nodes connected by thin lines. The nodes are primarily orange, with a few teal nodes scattered throughout. The lines are thin and light orange, creating a complex web-like structure. The background is a solid, vibrant orange color.

B1-AKT ADVISORY SERVICES

B1-AKT provides Business strategies, activities & leading communication that meet the needs of the enterprise and its stakeholders today while protecting, sustaining and enhancing the human and natural resources that will be needed in the future.

We work with companies, institutions and political parties to develop strategic responses as to maximize their impact through sustainable solutions & ecosystems.

We are bringing them to their highest level, developing and improving its leaders, people, culture, systems and processes.

B1-AKT solves our clients' toughest challenges by providing unmatched services in

- Implementing Leading Sustainable Strategies
- Paragon Communication
- Enabling Sustainable Politics & Diligent Political Advise
- Steering global complex projects
- Change Management
- Forecasting



IMPLEMENTING LEADING SUSTAINABLE STRATEGIES & PARAGON COMMUNICATION

B1-AKT helps you build lasting capabilities into your team and help your organization mobilize for change. We offer creative solutions that have helped thousands of companies develop and execute **winning, sustainable strategies** that create more value in their business.

B1-AKT helps you implement

- Strong leadership alignment and support
- Proactive organizational change management
- Effective 360-degree communications
- Practical project governance
- Collective team commitment

We work collaboratively with you, so you can:

- **Achieve consistent, long-term growth**
- **Develop a corporate strategy that produces sustainable value**, one that enables you to reach full potential in your core business, expand into adjacencies using a repeatable model, and successfully expand into emerging markets.
- **Make key decisions on where to play and how to win** by developing a business unit strategy that takes a specific business to its full potential.
- **Develop communication strategies** that deliver on the promise of your core strategy, with a unique approach that combines near-term, high-impact initiatives with a bold vision
- **Leverage the power of proven tools and techniques** that enable you to execute your strategy with quick-hit problem resolution that recaptures the responsiveness your company enjoyed in its early days. Our structured approach to innovation enables you to merge the talents of your commercially focused and creative team members to spur the innovations that fuel your strategy.



PARAGON COMMUNICATION

Align leaders on strategy and arm your leaders and teams to drive performance. This is accomplished through facilitated sessions, training programs and leader activation toolkits geared to your organization's priorities and leader development needs. We'll help you articulate your strategy, prioritize communications and provide the skill-building needed for high performance leadership.

ENABLING THE FUTURE OF INNOVATIVE COMMUNICATIONS

By applying our communication solutions you will increase the efficiency, relevance, impact and effectiveness of your entire communications ecosystem. We are providing paragon communications solutions, **providing sustainable development and enabling the future of innovative communications.**

B1-AKT helps you Drive Performance through Communication, we:

- Facilitate leadership meetings to define and articulate organizational strategy, including mission, vision, values and strategic priorities
- Plan team-building meetings and strategy retreats for communications and leadership teams
- Provide communication skill-building training for leaders at all levels (in-person, via webinar, e-learning)
- Equip leaders with tools that create shared meaning and empower leaders to be effective communicators
- Measure the effectiveness of a leader's communications against best-practice leadership attributes
- Provide executive coaching to elevate how leaders lead and drive results



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ENGAGE EMPLOYEES TO DELIVER ON STRATEGY

Activate your strategy at the front lines so that employees are connected, high performers who advance organizational goals.

We can help you:

- Develop strategic messaging for your organization, brand and key initiatives
- Articulate a leader's vision and strategy for the organization to engage employees
- Develop an internal rally cry to drive behavior change
- Communicate change to minimize the downsides in which business could be stopped, slowed or interrupted
- Leverage the upside of change to accelerate business results
- Plan your communications to connect employees to what matters most in your organization
- Leverage diversity and inclusion to drive engagement and productivity
- Accelerate leaders' impact with communication skill-building

IMPROVE CULTURE

Articulate and create an authentic culture that engages employees and inspires teams to drive the performance you desire. When employees advocate for their organization they deliver on the brand promise and drive performance.

Build from your organization's culture and improve the employee experience to boost employee engagement and performance.



ENABLING SUSTAINABLE POLITICS & DILIGENT POLITICAL ADVISE

We are designing and implementing your political campaign strategies and ensuring political communication with impact.

POLITICAL CONSULTANCY AND CAMPAIGNS

B1-AKT helps you to understand what's driving an issue, the key players, and how they can be swayed. We advise clients on their outreach strategies; or we deliver a multi-layered political campaign on your behalf, drawing together direct advocacy at all levels by building broad coalitions of stakeholders.

Businesses and governments must deal with volatile politics, shifts in public opinion and fast-changing technologies. We deliver winning campaigns to influence opinions, policies and decision-makers at global and local level. B1-AKT **shapes the political environment to create more opportunities to create value.**

Our strategic advisory and support services are made to create value, ensure compliance, and align with expectations. We are also ensuring grass root expectation and research.

POLITICAL STRATEGIC COMMUNICATION

Whether it's developing a strategy for a break-through campaign launch, providing political and strategic guidance or helping to manage and oversee your daily campaign operation — we'll help you build your campaign and put together a strategy to win.

We'll help you find your voice and tell your story. We'll get you on-message and deliver that message in an impactful, memorable way, directly to the audience that you need to win. From crafting a creative communications strategy to producing gripping and



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effective media & branding we do it all. Our meticulous and out-of-the-box strategic approach to campaigns and causes has helped not only turned heads; it's shaken up the status quo time and again. Simply explained: We give your vision a voice!

OPPOSITION RESEARCH

B1-akt helps political candidates know themselves, their opponents and the playing field so that they can avoid potential pitfalls and stay ahead of the competition.

INTEGRATED CAMPAIGNS

No one shapes and manages opinions like we do. Whatever the challenge, our integrated approach engages multiple stakeholders with proven strategies and tactics.

CREATING SUSTAINABLE POLICIES & RESEARCH

We are creating effective Ministerial Teams and we help make government more effective.

Our team carries out research, look into the big governance challenges of the day and find ways to help government improve, re-think and sometimes see things differently.

GOVERNMENT EMPOWERMENT

B1-AKT offers unique insights and advice from experienced people who know what it's like to be inside government and we provide inspirational learning and development for very senior policy makers.

We do this through seminars, workshops, talks or interesting connections that invigorate and provide fresh ideas.



STEERING GLOBAL COMPLEX PROJECTS

B1-AKT helps you implement Leading strategies to handle the complexities of your projects. Our leading team put your projects on track, solve issues and deal with complexity within intercultural and international context and stakeholders ecosystem.

OUR CPS® METHOD

Our CPS® method (Complex project Steering®) is designed by B1-AKT Leading expert as to solve complexity issues related to projects. It is based on methods and best practices, arised from Prince 2, PMPBOK, Scrum master and agile projects, such as BPR, Stakeholder Management, Change management, Social Psychology and Archetypal Communication .

B1-AKT THE PEAK GLOBAL BODY OF SUSTAINABLE SOLUTIONS

B1-AKT is the peak global body for the development of sustainable solutions to the effects of complexity. These solutions have application across all industry sectors; corporate, NGO and government initiatives globally.

At B1-AKT we utilize global networks to develop and sustain effective relationships between CPM thought leaders, practitioners, subject matter experts, business and government within B1-AKT 's interconnected networks and the wider complex project management community globally.

We function like a hub, drawing together the capabilities of its Associate Partner Network of research institutions and subject matter experts to develop and deliver customised, systemic, broad based solutions at organizational, program and project levels.



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ROBUST PROJECT MANAGEMENT PRACTICES

We help you implementing robust project management practices from day one as to improve the chances of delivering a project on time and on budget. More than “on time” and “on budget,” B1-AKT also help organizations deliver projects “on mission” in accordance with their goals, values and culture by encouraging innovation and by facilitating teamwork and collaboration.

To remain competitive, companies are establishing inventive, but also complex, organizational communities. These alliances may be with strategic suppliers, networks of customers, and win-win-win partnerships with key political groups, regulatory entities and other stakeholders.

Through these inventive alliances, which manifest themselves in both physical and virtual models, organizations are addressing the pressures of unprecedented change, global competition, time-to-market compression, rapidly changing technologies, and increasing business and technological complexity.

Applying the appropriate team management techniques to multiple parties at the right time is a complex endeavor. The project leadership role becomes as much about team leadership and group development, as about project and requirements management.

LEADERSHIP WHEN IT COMES TO COMPLEXITY

When dealing with grand challenges, the only way we can deal with them is with a project approach. B1-AKT considers that when managing a complex project, you are a *team leader*, not a project manager.

Great teams do not happen by accident. Hard work, planning, and disciplined effort are required to convert a group of great people into a great team.

For complex projects the effort is magnified because multiple large, geographically dispersed, and culturally diverse teams are involved. Leaders of complex projects cease to be project managers and become leaders of teams. Both conventional and adaptive approaches are needed for large, long-duration projects to be successful.



FORECASTING SERVICES

Our Foresight department identifies and studies the strong and weak signals of market evolution, individual and collective behaviors, the evolution of production and consumption systems, the influence of digital and artificial intelligence in order to shape strategic and sustainable response.

Our trend forecasting methodology is based on solid expertise.

FOR BUSINESS

What separates market-leading companies from the rest is their ability to not just read the current market trends but also foresee the future and plan for it. We develop enterprise-wide predictive analytics to help you see the bigger picture.

We don't just stop at forecasting — B1-AKT develops effective, result-oriented plans, based on hard data, to help you respond to increased demand volatility, improve supply chain visibility, identify risks, and react quickly to unexpected events.

FOR UNIVERSITIES

Institutions are increasingly looking to demonstrate the value of the research they produce. B1-AKT works with universities to implement a strategic engagement programme which demonstrates the value of your research, thereby providing strong impact case studies for the next REF.

FOR INSTITUTION AND POLITICAL FIELD

Please contact us.



CHANGE MANAGEMENT

We help our clients facilitate the organizational, cultural and people changes needed for successful business change programs in order to ensure adoption and maximize associated benefits. B1-AKT leads your transformation through following main service:

STAKEHOLDER MANAGEMENT

The identification, assessment, mapping and planning associated with engaging people interested or affected by project and programs.

COMMUNICATIONS

Tailored, targeted messaging and feedback mechanisms to ensure the right messages reach the right people in the right ways, at the right time.

PREPARING ORGANIZATIONS FOR CHANGE

Activities for assessing change readiness and impact; creating a shared vision, establishing a compelling business case, and defining an effective change management strategy and execution plan.

ORGANIZATION DESIGN / TARGET OPERATING MODEL CHANGE

The assessment of existing operations and the change impact to them, the creation of a high level vision of the future state and the identification of the change activities required to achieve the target operating model.

BEHAVIORAL / CULTURAL CHANGE AND SUSTAINING CHANGE

Activities that drive and embed change within the organization through leadership and organizational preparedness, motivation, incentives and cultural adjustments.

