



**The Morgan Cross**

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# **STRATEGY POWERHOUSE**

**Rapid Results, Dramatic Growth**

**[morgancross.co.uk](http://morgancross.co.uk)**



# POWERFUL STRATEGIES FOR DRAMATIC GROWTH

All too often businesses invest in the development of new strategies that fail to engage, fail to land and fail to deliver growth.

Approaches that involve 100-page decks, full-day presentations by consultants and seemingly endless meetings don't lead to change and don't lead to high performance.

The Strategy Powerhouse is different – and better – rapidly delivering powerful strategies that are fully-owned by the leadership teams that have created them.

## THE STRATEGY POWERHOUSE DIFFERENCE



We have a track record of delivering rapid results and dramatic growth at some of the UK's top companies



We transfer tools and skills so that you can sustain success and deliver with excellence



We work in genuine partnership, ensuring that it's you and your team's strategy, not ours



We enable you to build wider organisational commitment as you develop and deliver the strategy



We move to rapid action, not engage in endless analysis



We work fast – we take days, not months, to develop a new, compelling strategy

“Stuart is a scarce resource. He delivers rapid results, but he also gains the trust and commitment of the executives he works with to ensure longer-term success.”

- Ian Filby, Chief Executive Officer, DFS plc





# HOW IT WORKS

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## POWERHOUSE STRATEGY



**Rapidly creating a  
clear compelling  
growth strategy**

Working as a team to integrate performance and organisational insights with future possibilities to create a strategy that can transform your growth.

## POWERHOUSE ACCELERATION



**Moving to rapid launch  
and organising for  
delivery success**

Involving and engaging teams from across the organisation and using rapid action projects to begin the delivery of the strategy.

## POWERHOUSE TRANSFORMATION



**Sustaining  
breakthrough  
growth**

Embedding the skills, disciplines and behaviours necessary to deliver with excellence and continuously refine and drive ongoing success.

**“I would recommend Stuart and Morgan Cross to any executive team looking to create focus and growth for their business.”**

**- Matt Williams, Chief Executive Officer, Topps Tiles plc**

# ABOUT STUART CROSS



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## Stuart Cross, CEO and Founder

Stuart Cross is a thought leader in strategy, growth and business transformation. Driven by a passion for helping companies and their leadership teams to find better and faster ways to accelerate growth, he launched Morgan Cross in 2006, specialising in strategy, innovation and growth.

For over 20 years Stuart has worked with some of the UK's leading CEOs and their executive teams, helping them to step-change performance and deliver lasting success. Working as a partner and adviser to these teams, he acts as a catalyst for new thinking, better strategies and rapid action.

He is the author of two leading business books, *The CEO's Strategy Handbook* and *First & Fast: Outpace Your Competitors, Lead Your Markets and Accelerate Growth*. These books give a holistic and integrated approach to accelerating business growth and transforming organisational success.

**“We work with Stuart because he takes a hands on yet insightful approach to strategy that forces us to address some tough questions, but which gives the tools and support to answer them.”**

**- David Johnston, Chief Executive, Nectar (Europe)**

**“Morgan Cross epitomise what good consulting is all about. I would recommend Morgan Cross to any company looking for creative solutions to challenging strategic issues.”**

**- Rick Mills, Chief Strategy Officer, Walgreens Boots Alliance**

**“Stuart works at a strategic level, but he's also pragmatic, so that the ideas really can be implemented.”**

**- Nick Collard, Marketing Director, Morrisons plc**



# BIG IDEAS, RAPID RESULTS

With over 20 years' experience, we are experts in developing and delivering high-growth strategies. Having worked with market-leading companies including Boots, Morrisons and Masco Inc., we understand the critical importance of integrating big thinking with pragmatic action.

We have created three core Powerhouse modules – Strategy, Acceleration and Transformation – but every assignment is built around your own specific needs and objectives.

The Strategy Powerhouse will challenge you and your teams, but it will also give you the tools, the support and the collective commitment to deliver breakthrough, innovative solutions to your most challenging strategic issues.

## A UNIQUE APPROACH – OUR 5 POWERHOUSE PRINCIPLES



### 1 BRAIN POWER

#### The power of **SHARED INSIGHT**

We work collaboratively on a combination of creative and analytical approaches to identify the key factors that will really make a difference to your future success.



### 2 STRATEGIC POWER

#### The power of **STRATEGIC CLARITY**

We guide you in creating a clear, compelling and coherent future strategy that will accelerate growth and performance. Only when you know where you're headed can you get serious about getting there.



### 3 ACTIVE POWER

#### The power of **RAPID ACTION**

We're not bothered about PowerPoint or long-winded reports, but encourage and support rapid action plans, prototypes and trials to build momentum and deliver rapid results.



### 4 EMPOWER

#### The power of **ENGAGEMENT & COMMITMENT**

A strategy can't be delivered by the top team alone. We help you involve and engage teams from across the organisation to create the bottom-up 'pull' for your new strategy that will ensure lasting success.



### 5 WILL POWER

#### The power of **DELIVERY DISCIPLINE**

We know that accelerating growth is more about mind-set than it is about deep pockets, and we help you to create and embed the behaviours and disciplines necessary to deliver. As we put it, willpower beats horsepower.

“I have worked with Stuart Cross for over a decade. Stuart has always helped me to think and act differently, and that is the key to innovation in any leadership role.”

- Alex Gourlay, Chief Operating Officer, Walgreens Boots Alliance

## Our Clients include

AIMIA

AVON  
the company for women

Blacks

Boots

BRISTAN  
TAPS & SHOWERS

dfs

Dunelm

E  
E

GREENE KING  
RURY ST EDMUNDS

gsk

Lookers  
for you, for life

Marshall's  
Creating Better Landscapes

Morrisons  
Since 1899

nectar

Sealed Air  
Diversey Care

Topps Tiles

MASCO

Walgreens Boots Alliance

WELEDA

wilko

# GET IN TOUCH

to see how we can help your business

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