

# BOARD &

*The Strategists*

REIMAGINING STRATEGY FORMULATION & INNOVATION

# EXECUTIVE ADVISORY

GUIDING BOARDS, EXECUTIVE TEAMS &  
BUSINESS UNITS DURING PERIODS OF  
DISRUPTION

*Abdullah*  
VERACHIA



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# CONTENTS

03

Introduction

04

Sphere of influence

05

Strategy facilitation

06

Amplifying innovation

07

Thought leadership

08

Leadership and capability  
development

09

EXCO and leadership advisory

10

Executive thought leadership

11

Bespoke offering

“Abdullah fuses practice, education, insight, empathy and experience into a beautiful tapestry, that adds massive value at executive and board level.”



## INTRODUCTION

Abdullah has served in senior executive and board roles, crafted competitive strategies for leading companies and governments around the world, lectured at top-ranked business schools and built and run successful companies in his own right. He is adept at fusing this experience and practice with education, insight and empathy to create a beautiful and relevant tapestry that adds considerable value at both executive and board level.

After numerous requests, Abdullah created the EXCO advisory role to help guide a select group of companies through periods of disruption and change. Companies who are given the opportunity to participate in the EXCO advisory role will benefit from his unique combination of skills, which collectively contribute to the bench strength of any organisation.

Abdullah is globally recognised for his unique ability to build ambidextrous organisations capable of managing and leading in the now, while building for the next. This sought-after skill serves as an anchor to his overarching approach.

Presented in  
**60+ cities**  
globally

Globally sought  
after for his  
experiences in building  
**ambidextrous**  
organisations

Consulted to  
over **250**  
companies  
globally

**200+**  
strategy  
interventions

"At a time when we felt quite overwhelmed, The Strategists provided deep insight into our sector, the cognitive mindsets of our clients, the impact of technology as well as how to navigate all of this complexity. I am truly grateful."

## SPHERE OF INFLUENCE

Abdullah's value to executive and leadership teams is captured within the depth of his involvement with the companies with which he works. As a non-executive himself, he is uniquely positioned to guide organisations and their leaders. He brings to this crucial advisory role an intimate understanding of the strategy, direction and contextual complexities of each organisation. This is achieved by leveraging off his own extensive experience and credentials across a range of strategic offerings.

Legal background: Non-practicing  
admitted attorney

Deep networks in government,  
business, academia and civil society

Author of *Disruption Amplified* and  
contributor to numerous books, case studies  
and articles

Global consulting work in numerous industries  
focusing on future strategy, ambidexterity and  
building world-class innovation

PhD candidate with a focus on dynamic  
capabilities and strategy.  
Harvard Business School alumnus

Global thought leader and expert on  
disruption, platforms and digital

Business school, L&D and human capital  
experience.  
Senior faculty at GIBS and head of the  
Harvard Senior Executive Programme for  
Africa

Previous and current board  
experience

Deep strategy and innovation  
expertise across numerous sectors  
around the world

Lead facilitator of a number of  
high-level conversations between  
government and business

# STRATEGY FACILITATION

As a global strategist, Abdullah has facilitated strategies for numerous listed and non-listed companies around the world. His expertise is widely sought-after due to his extensive experience working in a variety of notable sectors and geographies.

## What is the value add for your company?

- Annual strategy facilitation
- Monthly strategy review with a specific focus on implementation
- Alignment between central strategy and business unit strategy
- Skills development around strategy



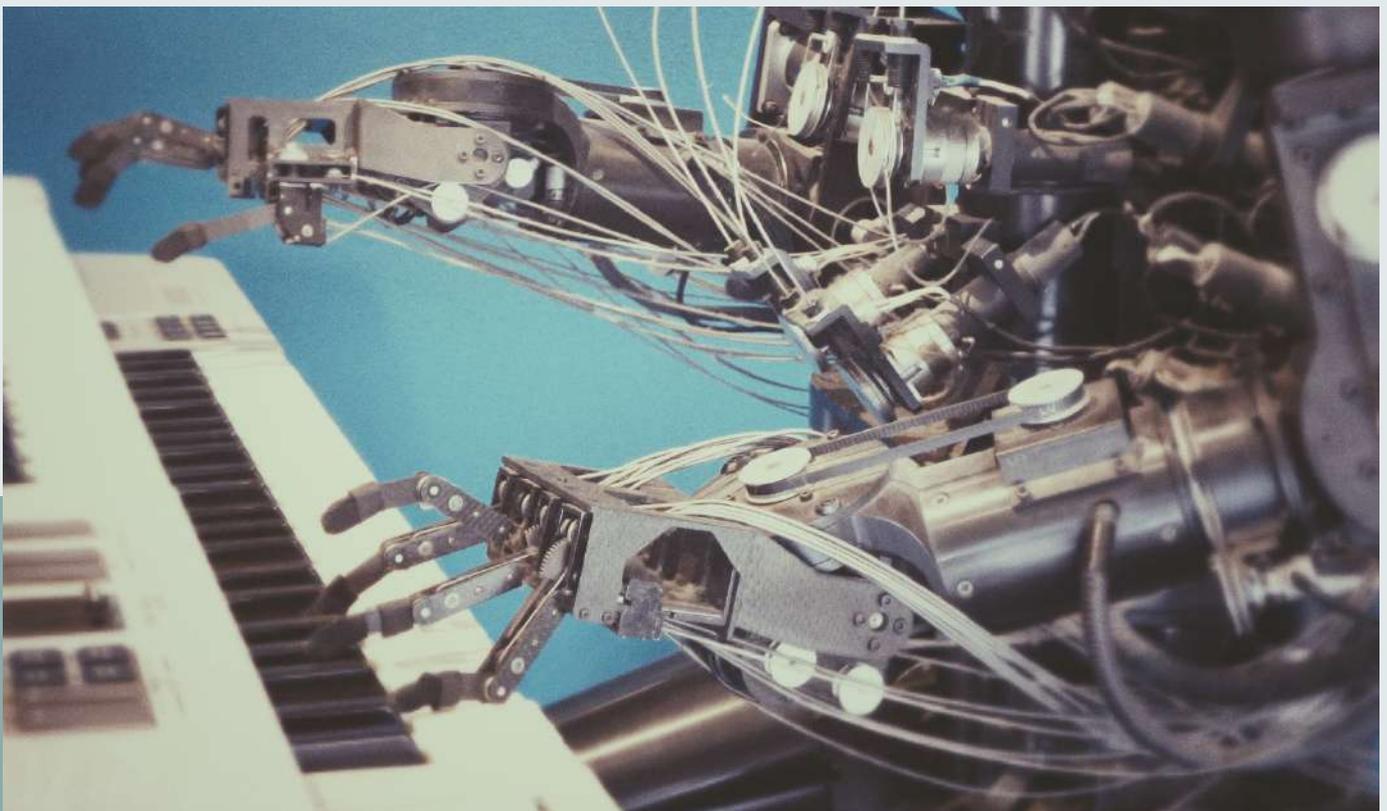
# AMPLIFYING INNOVATION

Abdullah leads a specialized team that has built innovation functions within numerous companies around the world. His team is widely recognised for creating ambidextrous organisations which are able to focus on delivering on the current strategy, while proactively adapting to the future.

Abdullah's role allows him to drive the innovation function to make certain that it does not impact the daily reality of the organisation, while still ensuring that organisations are gearing for the future.

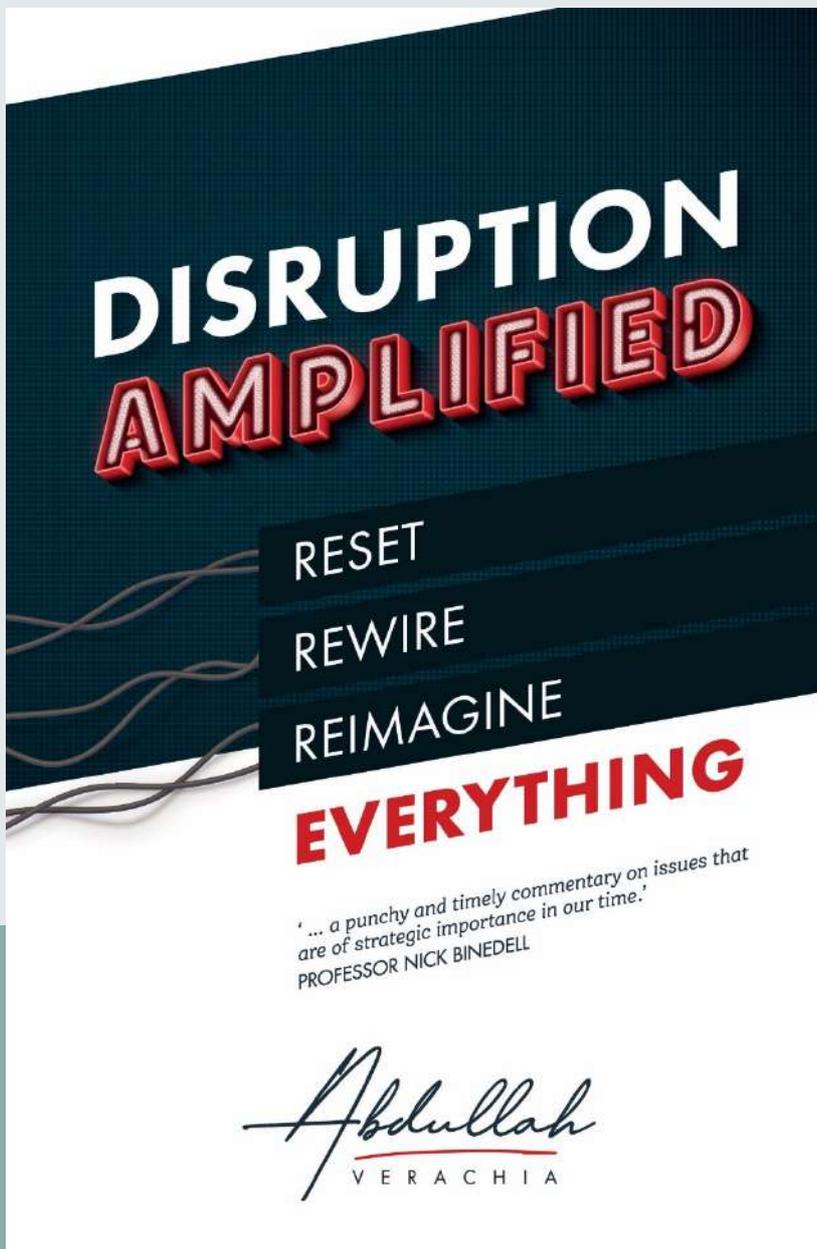
## **What is the value add for your company?**

- A fully functional innovation capability that is embedded within the culture and DNA of an organisation
- Innovation governance, policies, training, hackathons, challenges, CEO awards etc.
- Alignment between strategy and innovation
- Latest thinking on innovation culture, capability development and implementation



# THOUGHT LEADERSHIP: DISRUPTION & THE FUTURE

As a globally recognised thought leader on disruption and digital platforms, Abdullah is able to provide bespoke insights to any organisation. This enables companies to stay ahead of the game by understanding and gearing for the future. Abdullah is also able to leverage his extensive global network to the benefit of corporate clients.



## What is the value add for your company?

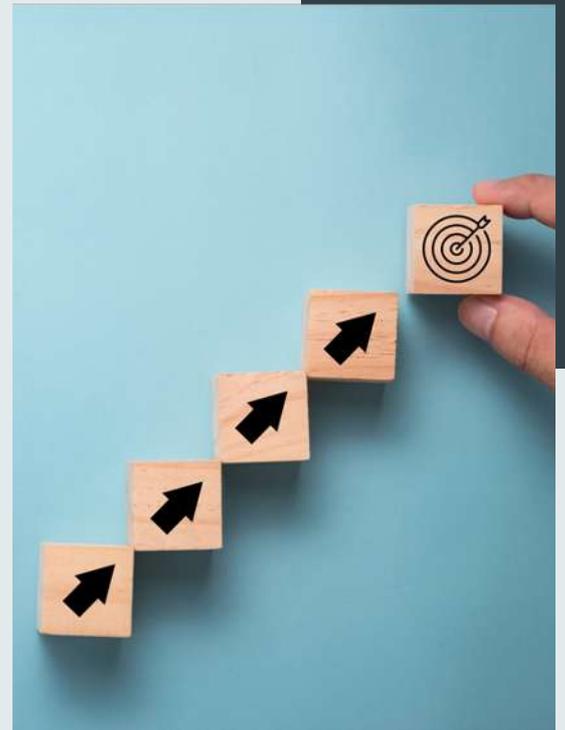
- Latest insights on disruption, digital platforms and future trends
- Aligning trends with the strategy and innovation function
- Bespoke insights
- Access to a global network of thought leaders and executives
- Building a bench strength of future thinking in the company
- Designing world-class thought leadership events with global speakers and experts

# LEADERSHIP & CAPABILITY DEVELOPMENT

Abdullah has designed and led flagship executive and leadership development programmes globally. He serves as senior faculty at leading global business schools and has also guided numerous companies in their quest to build capability and essential skills for the future.

## What is the value add for your company?

- Advisory to the human capital and L&D teams on leadership and capability development initiatives
- Alignment between leadership development and the strategy of the organisation
- Access to global networks in this space
- Working with the human capital and L&D team to assess potential training initiatives which ensure alignment with the strategy and overall positioning of the organisation
- Return on learning and a close link between strategy, innovation and the context of the organisation
- A network of global leaders, facilitation and guest speaking for in-house training programmes



“WOW! At a time when we felt quite overwhelmed, The Strategists provided deep insight into our sector, the cognitive mindsets of our clients, the impact of technology as well as how to navigate all of this complexity. We came in confused but left with a sense of purpose, an exciting strategy that has really shifted the market and a unified team. I am truly grateful.”

## EXCO & LEADERSHIP ADVISORY

Leading executives around the world are faced with challenges of leading in the now and the next. As a strategic advisor, Abdullah works with top-tier C-suite executives to guide them on managing and leading through complexity and providing confidential, trustworthy guidance and advice. He is adept at delicately directing executives and their strategic thinking within the confines of a safe space. His work spans numerous sectors and geographies, which exposes companies and leaders to invaluable and unique insights.

### **What is the value add for your company?**

- A sounding board and advisor who is not on the EXCO but has a deep understanding of the strategy and direction of the company
- Global experience with C-suite executives
- Alignment of the strategy, direction and positioning of the company to the contextual complexities of implementation
- Advisory at a personal level to executives and also to the EXCO or board
- Access to a global network of leaders



## EXECUTIVE THOUGHT LEADERSHIP

Abdullah's wide-ranging media and thought leadership experience enables him to guide executives to build a successful thought leadership brand and then to align this to both the strategy of the organisation as well as individual goals.

### What is the value add for your company?

- Building an impactful thought leadership and media brand
- Working with the marketing and corporate affairs team to ensure alignment between strategy and thought leadership
- Drawing on global lessons and experience to guide C-suite executives through the process of building thought leadership brands



## BESPOKE OFFERING

The EXCO advisory role is a unique offering which, due to the depth of the intervention, is only available to a select few clients. Each intervention is carefully co-crafted to factor in the context of the client, the specific industry and the geographical location.

Pricing is discounted to allow the transition from a consulting model to a partnership model, and a non-disclosure agreement will be put in place to protect both parties. An example of an intervention follows in the next section.

# CUSTOMISING YOUR ADVISORY ROLE

The EXCO advisory role is designed to move the input and insights delivered by Abdullah and his team from a consulting role to a partnership approach. Each intervention is jointly customized, based on the specific needs of the client. The menu of items hereunder provide a snapshot of the areas of partnership from which companies can choose.

## **Strategy**

- Annual strategy facilitation
- Business unit strategy facilitation
- Strategy implementation dashboard
- Strategy deep dives to solve specific challenges or opportunities
- Strategy coaching
- Bespoke strategy training

## **Innovation**

- Setting up innovation function/s
- Innovation policy, governance and frameworks
- Innovation training and masterclasses
- Innovation challenges (team specific or company wide)
- Innovation hackathons and implementation
- Innovation M&E

## **EXCO and leadership advisory**

- Independent sounding board to the EXCO
- Non-executive on the EXCO
- Personal coaching to select leaders
- Best practice globally, and across industries

## **Thought leadership**

- The disruption webinar series with global leaders – quarterly for staff
- Access to a network of global thought leaders for EXCO or team inputs
- Access to global speakers and thought leaders for events, conferences and staff sessions

## **Leadership and capability development**

- Bite-sized learning
- Guidance and inputs on learning and training interventions
- Alignment between L&D and the strategy and direction of the organisation
- Insights into the latest developments in L&D globally
- Access to a global network of experts in this space

## **Executive thought leadership**

- Insights into building a thought leadership brand
- One-on-one interventions with executives to build a media and public thought leadership identity
- Media and public networks

## Wholesale Clients MANCO

Focus	Impact
Leadership and culture to enable strategy	<ul style="list-style-type: none"> <li>• Building the culture-strategy map</li> <li>• Team culture, identity and team cohesion</li> <li>• Behaviour framework and action plan</li> <li>• High-performance teaming process at six months and then again at 18 months</li> </ul>
Strategy facilitation and Implementation	<ul style="list-style-type: none"> <li>• Annual strategy facilitation</li> <li>• Input to develop an implementation dashboard (Excel)</li> </ul>
Innovation	<ul style="list-style-type: none"> <li>• Innovation set-up, policy, governance</li> <li>• One Innovation challenge across WCSA . Full end to end management of the innovation challenge</li> <li>• Dragons Den for finalists</li> <li>• Hackathon day aligned to solving the 3 shortlisted ideas</li> </ul>
Leadership immersion and bespoke development	<ul style="list-style-type: none"> <li>• Guidance to the L&amp;D team on training interventions and the return on learning</li> <li>• Option to include Abdullah as a faculty on training to align strategy and learning</li> </ul>
Board advisory	<ul style="list-style-type: none"> <li>• Ongoing confidential guidance to the MANCO and key leaders</li> <li>• Strategy coaching to three leaders</li> <li>• Guidance on key challenges and opportunities facing the organisation</li> <li>• 7 hours a month</li> </ul>

## CONTACT US

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LinkedIn: <https://www.linkedin.com/in/abdullah-h-verachia-global-future-strategist/>

“Abdullah, you have served as a guide, a mirror and a voice on our board. We are truly indebted to you”.

*Abdullah*  
VERACHIA

