



Holistic Digital Strategy

Holistic strategy work that is established as an agile process in companies enables them to react faster to unplanned events.

The traditional strategy process of launching big projects every few years no longer fits today's fast-moving, hard-to-plan times. With an agile process, companies develop better strategies and bring them directly into implementation.

An enable2grow strategy facilitator leads a team and a strategy circle comprised of the client and external experts. Together we develop a convincing holistic strategy and set up a planning and review process that runs throughout the year, and in which all teams are gradually involved.

- In an interview phase, we establish a comprehensive picture of the organisation's current state including the goals and strategies currently being pursued.
- In a joint offsite we define the cornerstones, typically at a 60-80% draft stage, starting with culture-shaping elements such as purpose and core values, through to long-term goals, and beyond to initial strategies.
- We then determine what is needed and in what depth, what the best team set-up looks like and which elements can go straight into implementation.

"The company achieves a holistic strategy that is supported by the team and implemented directly, from cultural aspects to the goals, with clear strategic options on how the goals can be achieved. An agile process is established in which new insights flow into the strategy several times a year and are implemented in the following quarter or year."



Maria Lindinger | Senior Enabler and Strategy Expert

With almost 20 years of experience ranging from a classic management consultant to her own founding of an online marketplace (today part of the Randstad Group), Maria has developed various strategies for companies and has successfully been responsible for or accompanied both restructuring and scaling up. Maria is a certified scale up coach (bestseller "scaling up" by Verne Harnish) and has experience in systemic consulting (according to the Neuwaldegger School). She is an expert in all aspects of strategy work, from business models to target systems such as Objectives & Key Results and the transformation processes that often accompany them. → [in](#)

Ready for the next step? Contact us for an informal exchange at **+49 89 44 99 07 20** or book us [here](#).