



CHIEF STRATEGY OFFICER SERVICES

If Strategy Is So Important, Why Don't We Make Time for It?

Almost every leader [wants to make more time](#) for strategic thinking. In [one survey](#) of 10,000 senior leaders, 97% of them said that being strategic was the leadership behavior most important to their organization's success. And yet in [another study](#), a full 96% of the leaders surveyed said they lacked the time for strategic thinking. Source: [Harvard Business Review 2018, Dori Clark](#)

[Karla Raines](#) is here to fill the gap. Residing between your organization's long-range vision and your team's near-term tactical plan lies strategy implementation. Today, strategy development and execution are an ongoing endeavor. Making time for strategic thinking, much less strategic doing, is the challenge. That's why more CEOs are turning to a Chief Strategy Officer for assistance in designing, executing, assessing, and fine-tuning their strategy.

STRATEGIC ADVISOR

Savvy executives need a trusted advisor: someone to help identify strategic questions, offer foresights on industry trends, reality-check a new initiative, and serve as a champion of change. This service is ideal for executives engaged in ongoing strategy development and execution, or those looking to move in that direction. Engagements are 6–12 months in duration. Professional fees include an initial assessment (\$3,000–\$5,000) and monthly advising services (\$2,000, 8 hours/month).

CHIEF STRATEGY OFFICER

As your Chief Strategy Officer, Karla serves as an adjunct member of your executive team and a right-hand to the CEO in moving your organization's strategy forward. Karla will perform specific tasks to advance your strategy, such as a high-level synthesis of critical information, assessment of organizational culture, creation of a strategy statement, or documentation of the current business model. She will also assist in devising communication strategies for key stakeholders to create consensus and commitment to change. This is a 12-month minimum contract, with an option to renew. Professional fees are 5,000–\$10,000 per month depending on complexity of engagement.