

# Arman Consulting Group

## THE ULTIMATE BUSINESS ADVANTAGE

“However beautiful the strategy, you should occasionally look at the results” - Winston Churchill

**YOUR  
STRATEGY  
EXECUTION  
PARTNER**



## WHO WE ARE

Arman Consulting is a boutique management consulting firm and a trusted advisor on business strategy in the MENA & EU. We specialize in the design, synchronization, and enablement of organizational strategies. We partner with an array of clients to reach new frontiers and cross uncharted organizational territories. We work across various sectors in both the private and public domain and focus on strategy, operations, organization, and change.

### MISSION, APPROACH AND VALUES

We live out our mission, approach, and values every day and our consultants are rewarded based on it

**Mission:** Arman is a management consulting firm which specializes in helping organizations better execute their strategies through more effective design, alignment, implementation and enablement of strategy

**Differentiating Approach:** We are a results-driven organization that strives to make a real impact on our clients' business through a sharp focus on execution, building meaningful partnerships, and a deep understanding of their business challenges. We do not model ourselves as advisors who leave behind a trail of unread reports; we are in the business of execution

**Team & Values:** Most of our project teams are staffed with functional and industry experts that are well-seasoned in the realm of strategy execution and management consulting. We don't staff our teams with novices with pure academic backgrounds and we strive to achieve real results. We live our values every day and our culture is defined by it



WE ARE  
AGENTS OF  
CHANGE  
WITH A KEEN  
FOCUS ON  
TANGIBLE  
RESULTS

## ARMAN ADVANTAGE

Working with Arman equates to a long term partnership. We strive to build deep meaningful bonds with our clients and truly understand their business to profound depths. Our teams are composed of experienced professionals with deep industry and functional experience. We are boutique, we are specialized, and inject utmost flexibility when managing our engagements. We endeavor to bring results to your business as if it was ours. We are not called Arman for nothing; high quality, performance, and customer satisfaction is in our DNA

### PILLARS OF ADVANTAGE

We focus and strive for implementation and results-this is driven by our four pillars of advantage

**Expertise:** Staffing our projects with functional and industry experts to ensure high performance delivery

**Agility:** Always anticipating and catering to what is best for the client before, during, and after project implementation

**Arman Quality:** High quality on-time delivery that meets and exceeds client's expectations

**Partnership:** Forming deep bonds with clients to profoundly understand their business like it was ours, and developing solutions through true collaboration



## WHAT WE DO

We help organizations realize their visions and strategies. We enable this realization through

**ADVISORY & CONSULTING:** Consulting clients on strategy realization through better design, synchronization, and enablement of their strategies. These are typically medium to short term engagements where we advise and support clients on the design of organizational solutions

**IMPLEMENTATION:** Longer-term engagements where we drive the execution of the organization's most strategic initiatives and actions. Once strategy is designed the execution begins, these engagements typically involve outsourcing a team or office to oversee and execute an organization's strategic goals and initiatives

**CAPABILITY BUILDING:** Up-skilling the workforce to build strategic competencies which will allow for better execution in the organization. This involves training and developing staff in various areas such as strategy execution, performance management, innovation, etc. Our training programs can be either in-house or for the public

# ADVISORY

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Our advisory and consulting practice focuses on helping our clients solve their most critical and significant business challenges. Advisory places emphasis on guiding our clients in the right direction and providing the plans, frameworks, and tools needed to execute the right solutions for their business. We cut through organizational complexities and provide reflective solutions which are implementable and promote sustainable results.

As we are in the business of execution, the consulting that is provided is always done through the lens of execution. This leads to very detailed roadmaps and solutions which can be easily handed over to our clients for implementation. We use a pragmatic approach and ensure that provided solutions are aligned to the organization's resources and capabilities. This mismatch between strategies and organizational resources and capabilities often leads to failure at execution.

# IMPLEMENTATION

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The facts are well known, real change and implementation is very difficult. The statistics prove that 70-90% of strategies and change initiatives never meet the expectations initially set. Our implementation practice involves longer term engagements where full time resources are staffed to overlook, support, and implement the proposed solutions designed in our advisory and consulting work.

When clients don't have the manpower and internal resources to implement consulting solutions, we take over and execute flawlessly, and also ensure internal staff are capable of taking over after project completion. In this type of work, usually a Strategy Execution Office and/or Project Management Office is setup and run to drive the execution of initiatives and strategy.

In addition, special task forces can be deployed to ensure the efficient and effective execution of initiatives. Engrained in all our projects is a change management stream which revolves on focusing, anticipating, and mitigating barriers and risks related to the change that is aspired to be made.

# CAPABILITY BUILDING

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To really execute strategies effectively it is important that individuals of the organization have the right strategic tools and competencies in place. Strategy execution is a team sport, where all employees of the organization become de-facto strategists. Our capability practice offers innovative and certified training and development programs geared to enhance your organization's capabilities to execute strategies.

Our suite of training programs covers the most pressing domains of strategy execution, and are done either on a public level or can be done in-house in your organization. Our in-house trainings are customized to fit the specific training needs of your organization. Our trainings are differentiated through the use of certified and qualified trainers who both have the theoretical knowledge as well as deep practical experience on their respective areas.

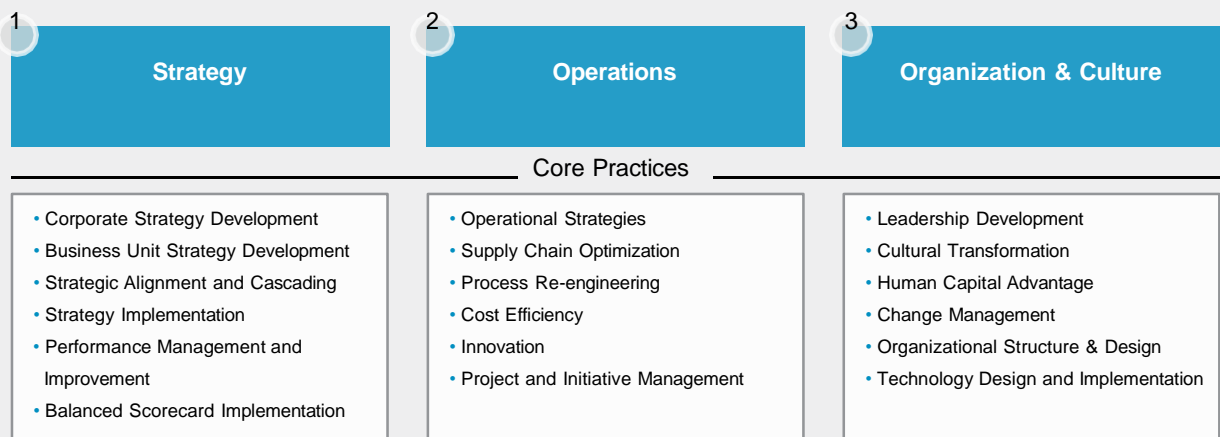
## OUR EXPERTISE

We are one of leading advisors on strategy for manufacturing and product industries and we served various customers from UAE, Qatar, Turkey, Tajikistan, Iran, Oman etc. Our clients come from diverse backgrounds and industries. However, they all have one common characteristic, they all have bold desires to transform their organizations and achieve sustainable results. Some examples of our work include:

- Developing a growth strategy for a leading industrial manufacturer in KSA
- Implementing and operationalizing a full-fledged performance management framework for a leading GCC Public institution
- Organizational design and restructuring for a leading contracting company in the GCC
- Setting up and running the office of strategy management for a Qatari government agency
- Evaluating and setting the portfolio direction for a multi-sector diversified family business in the region
- Developing a customer engagement strategy for a leading hotel chain in the Turkey
- Designing and deploying customized training on strategy execution for leading conglomerate in the region
- If you engage with us, we encourage you to speak to our existing clients, let them tell you about the results.

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Our business focuses on three key areas encompassing several practices



# STRATEGY

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The environments in which today's organizations operate in have become more dynamic than ever. The pace of change is requiring organizations to react quicker than ever. Strategy today requires more focus, and organizations need to be more agile in adapting to this change. In fact, 74% of organizations claim to spend more time in developing strategy than years past. Although planning and design are key, the real obstacle organizations continue to face remains in execution. It is no secret that the majority of strategies still fail, not due to flaws in design but failures in implementation. From un-clear visions, to lack of business alignment to an impeding culture, there are many reasons for failure. The organizations that get execution right, view strategy as more than just a plan, but a framework of moving parts which propel organization to new frontiers.

# OPERATIONS

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Arman helps companies improve operational performance to make significant impacts on the bottom line. Optimizing operations is a major challenge considering the complexity in today's globalized world. We deploy a pragmatic approach which focuses on the big ticket items that impact performance the most and have a sustainable effect on performance. With a sharp focus on speed, flexibility, and efficiency we make a mark on the organizations that we work with. Moreover, we are experts in translating strategy into operations and making it more actionable and deployable across the organization. This integration which bridges the gap between strategy and operations is critical for effective strategy implementation in organizations. Our range of offerings on operational consulting is diverse, however, there is a focus on five key operational practices.

# ORGANIZATION & CULTURE

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In today's dynamic world, people and culture have become organizations' real sustainable competitive advantage. Advantages in business are coming and going at faster rates, and thus people and the culture they represent remain the key driver for edging competition. The most critical and common obstacles to strategy realization are usually related to the organization. Hence, at Arman Consulting our projects always put a major emphasis on this area. There are three types of alignment required for successful strategy execution

1. Strategic (alignment of corporate and business unit strategies)
2. Operational (operational, process, and budget alignment to strategy)
3. Organizational (structure, systems, and culture aligned to the strategy)

All three need to be working in synchronization for optimal strategy realization to take place. However, probably the least emphasis is given to the organizational level of alignment, although inspirational and execution focused leadership underpinned by a culture of performance is what makes strategies succeed.





# REACHING NEW FRONTIERS

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