

Consultants in Global Strategy

Sticking to local markets in today's globalizing world is a highly vulnerable place to be.

Every market and every industry is being re-structured transnationally at an accelerating pace.

Firms that fail to exploit the possibilities that this affords will see their value propositions increasingly evaporate in the next half-decade.

We cannot afford to stay on the sidelines.

Global expansion

The only way to gain lasting competitive advantage today is to leverage your capabilities around the world. Charlesmore helps companies expand internationally and stake out a transnational position of consequence - creating global-scale efficiency and competitiveness, retaining national-level responsiveness and attaining cross-market capacity to leverage core competencies on a worldwide basis.

Transnational development

Access to new markets, new talent pools, lower cost structures bring significant benefits. But operating internationally and establishing a true transnational capability are quite different. Today's transnational enterprise secures competitive advantage through building global-scale process efficiencies, national-level customer responsiveness and by leveraging knowledge and core competencies across borders. Charlesmore's consultants have worked in over 44 countries on six continents helping businesses globalize and create transnational advantage.

Global integration

Global integration does not mean selling the same product or service in the same way all over the world. What it does mean is that decisions on how to address local customer needs or market differentiation are made by managers who have an integrated global point of view.

Global integration can provide a firm operating internationally with a number of important benefits derived from a worldwide optimization of resources including economies of scale, value chain linkages, global customer coverage, global branding, capability leverage, process standardization and information advantage. Charlesmore helps clients plan for and achieve global integration.



How We Work

We consider strategic, operational and organizational factors, think across different time and priority horizons and assure an integrative view across functions.

We bring to bear current expertise and knowledge of other industries and best practices; we provide an assessment of readiness to change and what will be needed.

We transfer skills and build the capability to make change happen; we help executive teams make difficult decisions and tradeoffs; we earn trust, but stay independent.

We Deliver Results, Not Reports