



“Setili & Associates brought new insight... They were critical in helping us define five key strategic priorities to become more successful long term. We started seeing an impact on the stores right away.”

Brandon Hayes

*Director, Strategic Business Development,
The Home Depot*



Focused Consulting. Fast Results.

We help world-class organizations to achieve lasting performance improvement.

Organizations like Coca-Cola, Delta Air Lines, The Home Depot and Wal-Mart hire us to give them unbiased advice about their strategic direction. We can help you:

Identify emerging business opportunities, and move quickly to capture them.

Anticipate and respond to competitor moves, changes in the market, and new technologies.

Execute top priorities in a more focused way, and accelerate the impact of strategic initiatives.

What we do

Five Reasons to Choose Setili

1. We're focused, fast and efficient

We work to drive value to your bottom line fast, helping you to identify and accomplish the few key actions that will make the most difference to your ultimate success.

2. We have the broad expertise needed to solve complex cross-functional problems

We navigate within your organization to get perspectives from multiple functions, and orchestrate a process to achieve alignment.

3. We are unbiased, and tenacious at getting at the truth

We don't just tell you what you want to hear. We guide and challenge your analysis, bring outside perspective and research, and play devil's advocate. We uncover and synthesize the facts to help you make the best possible business decisions.

4. Your people gain commitment, skills and tools

We create buy-in and energize your team, leveraging and developing their expertise and creativity.

5. You know your investment going in

All our projects are fixed-fee. There's never a meter running, and we have a track record of returning many times our fees in value to our clients.

Quick examples

Some quick examples of work we've done:

"Amanda Setili is a fantastic thought partner. We engaged her when our company and industry were in the midst of fast change. She came up to speed quickly, did objective research, and provided excellent insights and advice on some of our biggest strategic issues. She brought fresh energy and ideas, and was great to work with."

Joe George

Senior Vice President,
Cox Automotive

Delta Air Lines - Developed and implemented high-impact improvements to customer experience, boosting J.D. Power ranking, while reducing cost.

Home Depot - Helped company leaders make strategic decision to invest \$2 billion in stores, increase store staffing levels, improve customer experience and enhance service incentives. The company's share price advanced 45% over the next five years, compared with a 5% loss for the S&P 500 index.

Wal-Mart International - Improved finance group efficiency and effectiveness, substantially improving employee engagement scores.

Fiserv - Set pricing strategy, clarified points of differentiation and gained alignment on new strategic directions for ecommerce banking service division.

UPS - Improved capital allocation and innovation process to deliver break-through products with speed and agility.

NCR - Developed go-to-market strategy for new technology platform connecting third party loyalty, promotions and delivery apps to leading point-of-sale systems.

Equifax - Launched internal startup, establishing data-driven digital marketing business.

PSCU - Helped the company navigate rapidly-changing competitive environment, executing transformation to be a digital-first, comprehensive provider of services to credit unions.

How we work

“Amanda was very helpful in helping us go past the easy low hanging fruit, to identify and focus on the opportunities that will take us ahead of the market, and ahead of competition.”

Jerome Roberts

*Vice President, Global Innovation,
UPS*

Setili’s study of agility, and how it leads to faster knowledge, decisions, and actions, helps us — and any company — identify the potential game changers in their industry and move quickly in new directions.”

David Kenny

*chairman and CEO,
The Weather Company,
and cofounder,
Digitas*

Who calls Setili & Associates?

Companies call us when they have one of two problems. They either have a tough, and often ambiguous, strategic problem, which crosses several functions. Or, they have an ambitious goal, and want to move on it faster.

What happens during a typical project?

First, we jointly define objectives for the project — critical issues that need to be addressed, project timing, and exactly what constitutes success.

Next, we’ll map out a plan for achieving those objectives. We’ll work with you to determine who, from your team, will be involved in the process, and how we can jointly meet the objectives as quickly as possible. At this point, we may offer you two or three options for how Setili & Associates can help you.

These may range from “light” support, where your team does most of the fact finding and analysis, to a complete solution, where we do external research and analysis, make recommendations, and help as you implement.

In any case, when you engage us, you’ll see we’re different. We’re intensely focused on getting you the results you want.

We don’t bring an army of consultants. We’re fast, and we are superb at harnessing the very best thinking from inside your organization.

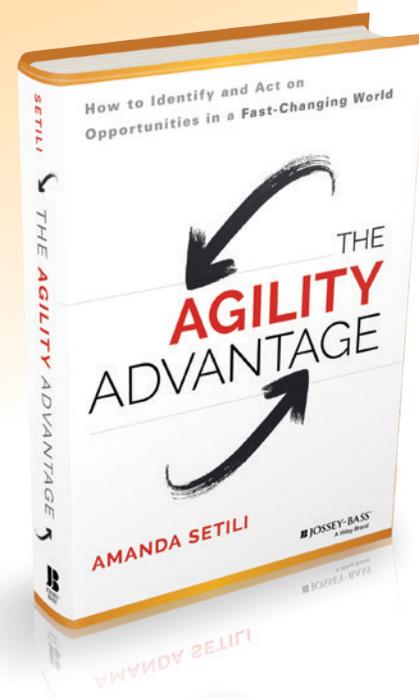
We bring new insights on customers, competitors, and market trends, and an outside perspective on your distinctive capabilities and potential.

As a result, we develop strategies that are very practical. And as we implement, your people will be fully committed, and ready to hit the ground running.

THE **AGILITY** ADVANTAGE

In the past, companies could pick a strategy and stick with it, maintaining a competitive edge for years. But today, companies surge ahead, fall behind, or even disappear in mere months. If you and your company are going to thrive for the long run, you need to continuously evolve, change, and stay a step ahead of your competition.

The ability to see and capitalize on new opportunities is the cornerstone of agility. Successful technology-based firms like Google, Tesla, and Amazon have all mastered agility within their core business practices, but companies in any sector can—and must—learn to spot new opportunities and make the right choices about what to invest in, what to change, and what to abandon.





Amanda Setili, President

Amanda Setili is managing partner of Setili & Associates, the strategy consulting firm. Organizations like Coca-Cola, Delta Air Lines, The Home Depot, and Wal-Mart hire her to give them unbiased advice about their strategic direction.

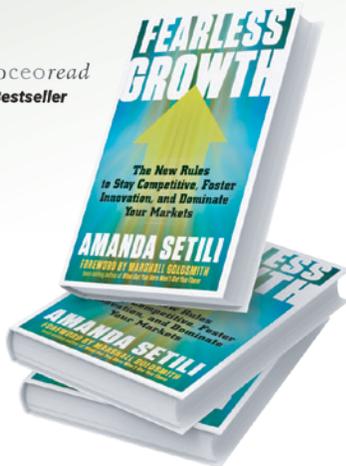
Setili has advised organizations in industries as diverse as consumer and industrial products, financial services, technology, non-profit, and retail. Her work has taken her throughout North America, Europe and Asia.

Before starting Setili & Associates, she served as director of marketing for Global Food Exchange, consulted for McKinsey & Company (where she planted seeds that became the firm's Kuala Lumpur office), served as chief operating officer of Malaysia's leading Internet services company, and developed products and optimized manufacturing operations for Kimberly-Clark.

Setili is author of *Fearless Growth: The New Rules to Stay Competitive, Foster Innovation, and Dominate Your Markets* (Career Press, 2017) and *The Agility Advantage, How to Identify and Act On Opportunities in a Fast-Changing World* (Jossey-Bass, 2014).

Setili served as an adjunct professor at Emory's Goizueta Business School. She earned her degree in chemical engineering from Vanderbilt, and her MBA, with distinction, from the Harvard Business School. She is past president and board chair of the Harvard Business School Club of Atlanta.

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Bestseller



FEARLESS GROWTH

Packed with practical examples, tools and guidance, *Fearless Growth* provides new rules to enable your company to adapt faster, move faster, and grow faster.

"We live in an era of great disruption, and companies that refuse to embrace change run the risk of becoming irrelevant. In *Fearless Growth*, Amanda Setili provides clear, actionable steps and memorable examples that can help companies of all sizes embrace fast, fearless growth."

David Abney
Chairman and CEO,
UPS



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