



Executive Summary

As part of the Summer 2021 offering of APS1049, Lynn Bennett of Leadership Intelligence and Bob McCulloch of Strategic Retreats have requested an analysis of the feasibility of introducing their management consulting firms to the Parry Sound, North Bay, and Sudbury regions.

In this report, a competitive analysis was conducted to determine the competing management consulting firms and additional firms offering strategic planning services. From this analysis, it has been found that, while there is significant competition in the Parry Sound, North Bay, and Sudbury regions, Strategic Retreats and Leadership Intelligence have a competitive advantage by serving all three regions in all three market segments of management consulting, including change management and cultural transformation, leadership coaching and team coaching, and strategic planning. Similarly, Strategic Retreats and Leadership Intelligence can use their experience, network of consultants, and flexibility in combination with the professional Certified Management Consultant designations to secure their client-base.

Potential clients were researched to identify the industries that make up the Parry Sound, North Bay, and Sudbury regions. Through this analysis, it was found that most businesses in these regions fit into the industries of Engineering and Other Services, Government Services, Finance/Insurance, Healthcare, Educational Facilities, and Tourism and Manufacturing. From each of these industries, and for each of the three regions, the top three leads, defined by those with a need or interest in change, were identified.

An analysis of top marketing techniques for management consultants was conducted. From this analysis, it was found that networking is the most preferred marketing method, with referrals ranking second and presentations ranking third. Given the digital business environment that is emerging, several traditional and digital marketing initiatives have been identified, including attending networking events and creating blog posts. However, several challenges are posed by the three regions in which Leadership Intelligence and Strategic Retreats are expanding their business.

As such, it is recommended that Strategic Retreats and Leadership Intelligence begin establishing themselves in Parry Sound, North Bay, and Sudbury by using blog posts, workshops, and community involvement to promote themselves and their businesses while making new personal and professional connections in these regions. Overall, while in-person networking is beneficial, the challenges of the Covid-19 pandemic's unpredictability and an increasing digital future require Strategic Retreats and Leadership Intelligence to adopt digital platforms to host blogs and workshops, while updating their websites to take advantage of search engine optimization.