

FOR CORPORATES

Business Advisory

Strategy Built to Execute.

advance2global provides strategic advisory to corporates across any industry — technology strategy and selection, supply chain, and AI, alongside growth strategy, operating model, and market positioning. The work is led by a team that has built and scaled its own ventures, not just advised on them, so recommendations are grounded in what actually holds up once an organization tries to execute them.

Engagements are built around a single standard: every piece of advisory work targets a measurable outcome, not a delivered deck. The four pages that follow set out where that advisory typically starts, how an engagement runs end to end, and what “built to execute” looks like in practice.

— Where We Help Corporates Get Unstuck

01 Technology Strategy & Selection**02** Growth Strategy**03** Operating Model**04** Market Positioning

— Advisory Built On

Operating experience, not just frameworks

Measurable outcomes, not just decks

Hands-on through delivery, not just diagnosis

Any industry — not a single vertical

— The Four Areas We Work In

Technology Strategy & Selection

Which platforms, vendors, and systems actually fit the business — evaluated against how the organization really operates, not the best demo in the room.

Growth Strategy

Where the next stage of growth actually comes from, and what has to be true operationally to get there — not a slide deck of generic levers.

Operating Model

How the organization is structured to actually deliver on strategy — roles, decision rights, and the handoffs that usually break first.

Market Positioning

How the business is understood by the customers and partners who decide whether to buy, renew, or refer.

— How a Business Advisory Engagement Works

01 Discovery — a call to understand where the business stands today, what's actually blocking progress, and what a good outcome would look like. No generic intake form.

02 Diagnosis — we get underneath the strategy, operating model, or positioning problem to find what's actually driving it, not just the symptom visible from the boardroom.

03 Roadmap — a prioritized plan built around what the organization can actually execute, not a slide deck of generic frameworks and levers.

04 Execution — hands-on delivery alongside your team through rollout, with the same rigor as the diagnosis, until the outcome is measurable.

— Proven Operators, Not Theorists

Advisory built on operating experience, not just consulting frameworks. We work alongside your team through delivery — the same rigor whether the engagement is a growth strategy refresh, an operating model redesign, or a positioning reset — and every engagement targets a measurable outcome, not just a delivered deck.

— This Typically Shows Up As

A Growth Strategy Refresh

An Operating Model Redesign

A Positioning Reset

— Who This Is For

Leadership Teams Facing a Growth Plateau

The current model got the business this far, but the next stage of growth needs a different structure, motion, or story — and it isn't obvious yet which one.

Organizations Evaluating a Major Technology Decision

A platform, vendor, or systems choice with real operational consequences, where the best demo in the room isn't the same as the best fit for how the business actually runs.

Ready to Talk?

Book a discovery call — no obligation, no generic pitch. We'll talk through where the business stands today and whether advisory is the right next step.

[Book a Business Advisory Discovery Call →](#)