

BUSINESS CONSULTANCY FOR THE DIGITAL AGE!

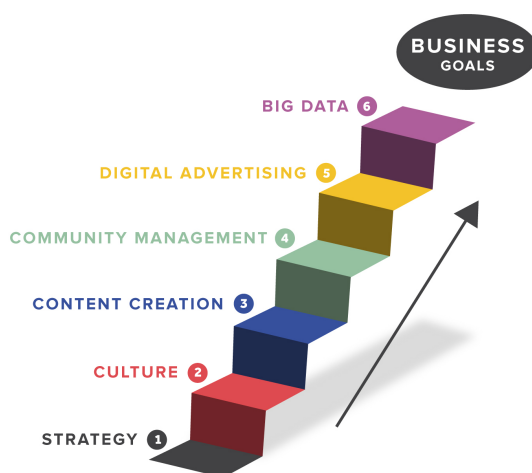
Do you run a thriving business and want to take it to the next level? Are you keen to keep your competitive edge into the next decade and beyond? Or are you looking for specialist digital transformation within your organisation but don't know where to start?

The fact is that we now live in a predominantly digital world where the majority of people are becoming social and digital-savvy. All organisations – no matter how large or small - need to meet the challenges of this new environment and adapt their business plans accordingly.

Fortunately we have the experience and track record to help your business thrive now and well into the future.

DNAsix[®] is a unique business consultancy system designed for today's increasingly digital world. It provides bespoke digital strategies for a range of organisations who want to embrace change and engage with modern methods of communications.

It is based around six basic principles – strategy, culture, content, community, advertising and data – which are then used within a diagnostic model to understand where the challenges and opportunities lie, particularly around digital transformation.



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Here is a short video explaining how it works - <https://youtu.be/02dN2Vs3Gak>

Using the DNAsix® system, we have a three-stage process for working with clients.

1. Assessment

To understand fully where a business is heading, we need to analyse where it is at the present time.

Using the DNAsix® digital assessment tool we can simply diagnose where the strengths and weaknesses lie, based around six steps and 20 key areas.

This will also be supplemented by a wide range of additional questions designed to help us understand exactly how best to consult with a client and determine how well their business is performing.

2. Strategy

With a 360-degree view of our client, we can then put together an in-depth digital strategy encompassing all areas of their business including sales, marketing, PR, HR, IT, recruitment, financing, internal communications and product development.

This document will contain a series of practical and realistic recommendations, both at a micro and a macro level, forming the basis of an implementation plan.

3. Implementation

The final phase of the DNAsix® process involves ensuring that the recommendations are implemented fully by the client's senior management or leadership team.

This may involve follow-up calls, meetings or tailored training. Alternatively, we may sign up our client onto a monthly retainer to ensure they meet their strategic objectives and consistently adapt their business to the changing, digital marketplace.

DNAsix®

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