

Strategy,
elegantly facilitated
and thoughtfully
articulated.

HEALY

Consulting & Advisory





What problem are we solving?

For the leadership team.

ORIENTATION

Many businesses are distracted these days. They have taken their eye off the ball, off of their prime directive. They are chasing trends, they are obsessing over internal politics, and over what five years ago would have been important but decidedly secondary issues. If this feels familiar, and you are looking to reset, I can help.

I work for management teams who still believe in positive cash flow, and profit, and earnings per share, and for organizations seeking to align strategy with stakeholders and employee behaviours.

This is becoming oldfangled, I understand that. Alas, I am unapologetic about my orientation and beliefs, and for the approach I will bring which is based on two decades of sound fundamentals. Reasoned order and method.

Now for style... if you are looking for a consultant with a battalion of analysts who will descend on your business, tie up your team with data requests, spin you back slides with metrics you don't recognize and charts you pretend to understand, and so on... I'm not your guy. There is a time and place for this type of strategy work. It's just not how I work.


If on the other hand you are pining for common sense, and logic, then I'm your guy. A no-nonsense approach. Smart tenets, developed from scratch. Straightforward business math, linked to your P&L. And plain language to express it all.

Let's get to the heart of the matter,
Mark Healy





**It's not that complicated, but we
often make it complicated.**



**Context before strategy,
Strategy before structure,
Structure before resources.**

My approach.

HOW WE'LL WORK TOGETHER

The majority of business decisions contemplated/ debated/ made on a day-to-day basis are Resource questions.

Should we increase the budget or decrease the budget?

Should we hire one or two people?

When and how should we launch the product – actually, should we launch it at all?

How should we cut costs to protect margins? Etc.

The shoulds... This is very understandable. The world does not stand still. Budgets are due when they are due. Employees leave and have to be replaced. Competitors are not complacent.

But. The answers are often not straightforward, and like all good business answers, it depends – it depends on the structure that has been constructed, to serve the strategy devised, to best take advantage of the market and internal context.

Sorting these pieces out, in order, is critical.



**Strategy often falls apart
over people, politics,
loyalties, and emotions.**

The philosophy.

STRATEGY

Strategies fail for lots of reasons. Most of the case studies are analytical and, if we are honest, somewhat academic. 'They didn't see the disruptor coming. They didn't pivot quickly enough. They underestimated changing marketing conditions and customer preferences.' Etc.

Okay. Are these true? Sometimes. However, most strategies fail from the outset. When they are developed. Politics and emotions and loyalties get in the way – an unwillingness to tackle conflict or lingering beefs, a well-meaning but misplaced desire to see a manager succeed, having the right people in the right seats for the past but the wrong ones in the wrong seats for the future – and so on and so forth.

These are organizational and strategy killers, creating manipulations and dangerous interpretations of the facts, and a strategy and plan doomed for a continuation of the status quo, or mediocrity, or outright failure.

Strategy isn't difficult, it's hard.





How I can help

Services.

EXPERTISE

01

Facilitation

Engaging and hard driving strategy and retreat facilitation, via single-day or multi-day structured workshops. No boilerplate approaches, teams feeling galvanized around ideas, and outcomes which can be actioned quickly.

02

Planning

Annual, multi-stage structured planning processes, designed around a Context -> Strategy -> Structure -> Resources orientation. Full management team and board participation, supported by guided pre-work, and full budget/ plan deliverables.

03

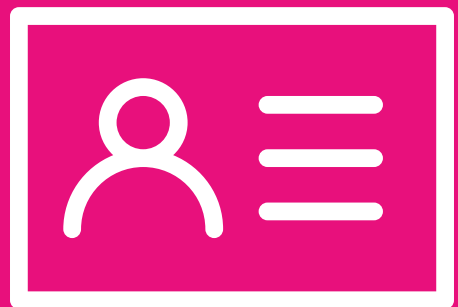
Strategy

Begin with rigorous problem definition, move quickly to framing and fact basing. Analysis leading to real insights. Sober second thought and debate. Strategy grounded in reality and tied to Mission/ Visio and to KPIs/ financials.



Selected clients and partners





About Mark



Mark Healy, P.Eng, MBA

Mark is a skilled facilitator known for framing problems with precision and a hard-nosed approach in the room. A recognized subject matter expert on corporate strategy, strategic planning, growth strategy, and re-branding, Mark brings to his clients big ideas, sound fundamentals and a track record of transformation leading to double & triple digit improvements.

Mark has worked with large, global clients with boots-on-the-ground experience in Canada, the US, the UK, Mexico, Brazil and China – as well as with private companies, industry associations, NGOs and Governments. More importantly, he has sat in the chair. In addition to his current work with MHC, Mark owns a high growth local food business and previously held positions as an Executive Director at a Business School, CMO at a National Sports Organization, Partner at a Management Consultancy, and Head of Strategic Planning at an Agency. His coaching tree includes alumni now working at: McKinsey, BCG, Ideo, Uber, Bain Capital, and Google, among others.

Mark's current mandates include acting as an Advisor at The Perimeter Institute for Theoretical Physics in Waterloo, sitting on the board of the publicly traded BIGG Digital Assets in Vancouver, and building out the corporate structure of the Canadian conglomerate AV International.



[linkedin.com/in/mahealy/](https://www.linkedin.com/in/mahealy/)



mark@mhcgroup.ca



416-797-9666

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