

Introducing 360° MARKET REVIEW: Critical Issues from an External Perspective

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Every successful business leader understands the value of stepping outside of your own head to gain insights about how the world looks, sounds, and feels to major customers and other key stakeholders. This is not to say that your knowledge and experience doesn't matter – as you likely know more about your products and services than anyone alive. However, focusing too much on your own opinion and how things worked in the past -- can push you into a passive-aggressive mindset where you start questioning why people just don't "get it" anymore.

Enter 360 Market Review – a comprehensive, structured approach designed to generate actionable insights to clear obstacles, create new connections with customers, and foster a shared leadership team understanding about how to better meet customer needs and add more value to key stakeholders.

Figure 1- Strategy Development Process



Management Interviews

Our journey begins with a series of in-depth conversations with your key decision-makers that helps us uncover the critical issues, key opportunities and overarching organizational goals. These insights lay the groundwork for Market Research efforts to ensure alignment with your business strategy.

Secondary Market Research

Armed with a solid understanding of your internal dynamics, we thoroughly explore your industry landscape with a rigorous analysis of market trends, competitor strategies, and regulatory framework based on internal information, market reports and already compiled information.

Market Interviews

This pivotal phase involves engaging directly with your external stakeholders – customers, suppliers, competitors, and industry experts. We use the information gleaned from management interviews to develop customized interview guides to address the issues most important to your business. Through targeted interviews and surveys, we capture nuanced perspectives, hidden pain points, emerging trends, and competitive advantages. This firsthand knowledge forms the cornerstone of our strategic recommendations.

Management Workshop

The culmination of our efforts includes a management workshop, where we bring together key internal stakeholders to synthesize findings and chart a course of action. Through collaborative brainstorming and strategic prioritization, we help your key decision-makers develop a roadmap tailored to your unique challenges and opportunities.

Case Example:

A technology services client wanted to identify opportunities for top line revenue growth. Management's hypothesis was that growth should focus on developing new products for existing customers and identifying new customers. Ninety percent of the client's revenues came from Fortune 500 companies in the chemical and tire and rubber industries.

Fahrenheit conducted over 60 interviews with "C" level management at most of the client's major customers. These interviews identified that the client had an opportunity to immediately grow top-line revenue by over 30% by focusing on existing products with current customers who wanted a "deeper" relationship with the client.

Fahrenheit facilitated a one and a half-day management workshop that transformed the leadership team's understanding of customer needs. This resulted in a dramatic shift in strategy and how resources were allocated. The client shifted their strategy to primarily focus on existing clients, re-structured their go to market team and shifted more resources toward development of their client facing teams.

Unlock the Full Potential of Your Business

In today's rapidly evolving market landscape, staying ahead of the curve requires more than just intuition – it demands informed, fact-based strategic decision-making. Fahrenheit Consulting's 360 Market Review will help your business drive profitable growth.

At Fahrenheit Consulting Group, we believe that alignment between the business and customers is the primary driver of an organizations ability to execute strategy and achieve its goals. We help our clients achieve growth and improve financial results by applying unbiased customer and competitor market intelligence to clarify major customer needs and then aligning them with core business processes and objectives. When an organization is properly aligned, every employee understands firm-wide goals and how his or her job is linked to achieving those objectives and every business process is connected to major customer needs.

Keith Pekau

Keith Pekau is a founding partner at Fahrenheit Consulting Group. Keith has over 25 years of management and business experience in the areas of market assessments, growth strategy, M&A due diligence and business valuations.

Keith has helped clients in a variety of industries including: government, retail, construction, medical, manufacturing, financial services, energy, education and private equity. As an entrepreneur, Keith has founded, acquired and managed successful companies in the construction, residential service and consulting industries.

Keith has been the Mayor of the Village of Orland Park since 2017, when he won in his first run for office. He sits on numerous government and private public partnership boards of directors in various capacities. During his tenure as Mayor, he has successfully brought several best practices of private industry to the Village of Orland Park.

Keith has an MBA from the Fuqua School of Business at Duke University, graduating as a Fuqua Scholar. He also holds a B.S.E. in Aerospace Engineering from Arizona State University. Keith is also an Air Force veteran with over 150 combat hours as an Instructor Weapons System Officer in the F-15E.

David Rhoads

David Rhoads is a partner, and co-founder of Fahrenheit Consulting Group. He has over 30 years of management consulting experience working with clients ranging from Fortune 100 companies to family-owned enterprises and start-ups. David's Fahrenheit clients have included education, industrial products, software, building materials, specialty chemicals and insurance brokerage. His functional expertise includes organization effectiveness, growth strategy, market assessment, M&A Due Diligence, and compensation.

David's extensive consulting experience includes being a Partner at LEK Consulting (6 years) and Managing Director and founder of ThreePoint Consulting, (15 years). At ThreePoint, David has worked with a wide range of education clients such as: charter school networks, independent schools, state departments of education, and education reform groups. As part of this work, David has helped schools align teacher pay with exceptional teaching, meaningful student outcomes and other school priorities.

In addition, he has re-designed partner compensation programs in numerous professional service segments such as: management consulting, executive search, law, engineering, marketing, and accounting firms.

David has an MBA from the University of Chicago's Booth School of Business, a BS in Economics from the Wharton School at the University of Pennsylvania, and a BA in Communications from the Annenberg School, also at the University of Pennsylvania. David served a 10-year term on the Board of Michelman, Inc., a global specialty chemical company, and was the first non-family member to chair the Executive Compensation and Leadership Development Committee.