

# THE DUAL-ROLE MODEL

## STRATEGIC ADVISOR + PROJECT COORDINATOR



The most effective advisors play a dual role—providing **strategic guidance** while **coordinating the right resources** to deliver results.



### STRATEGIC ADVISOR



✓ **Understand** the client's business, industry, strategy, and goals



✓ **Ask** the right questions and uncover root causes



✓ **Provide** objective insights and strategic recommendations



✓ **Help** clients anticipate opportunities and mitigate risks



✓ **Focus** on long-term value creation and measurable outcomes



### PROJECT COORDINATOR



✓ **Assemble** the right internal and external experts



✓ **Coordinate** projects and ensure clear communication



✓ **Manage** timelines, deliverables, and client expectations



✓ **Monitor** progress and keep projects on track



✓ **Ensure** quality implementation and successful results



Strategy without execution creates ideas.  
**Execution without strategy creates activity.**



The dual-role advisor delivers **results that matter.**