

JM

J M SURETTE

A D V I S O R S



JMSurette Advisors is a boutique executive advisory and interim leadership firm, trusted by founders, executives, and investors to guide organizations through pivotal moments of change and growth. With deep operating experience and strategic insight, we partner with clients to drive impact when it matters most.

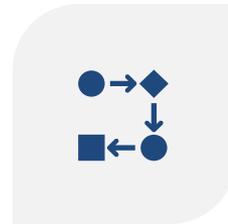
The INSIGHT Framework



1. DISCOVERY DIVE – ASSESS CURRENT STATE THROUGH INTERNAL ANALYSIS, MARKET RESEARCH, AND COMPETITIVE REVIEW.



2. HYPOTHESIS MAPPING – IDENTIFY STRATEGIC OPPORTUNITIES ALIGNED WITH BUSINESS GOALS.



3. CALIBRATION – VALIDATE DIRECTION WITH KEY STAKEHOLDERS AND REFINE BASED ON FEEDBACK.



4. STRATEGIC PLAN – DELIVER ACTIONABLE RECOMMENDATIONS AND A CLEAR ROADMAP FOR EXECUTION.

In Your Groups

Answer the following:

10 Min: Complete step one and two based on your business or personal goals

20 Min: Work together as a group to provide insights and feedback

20 Min: report out to the broader group