



Change Your Momentum

# STRATEGY 2030

Turning Macro Turbulence into Micro Advantage:  
Preparing for 2026, Advancing to 2030

10% TSR  
Total Stakeholder  
Return

+35%  
Valuation

x2  
Growth in 3 years

## How We Are?

Impulso is a boutique consulting firm based in Italy and Turkey that helps companies gain momentum.

With over 20 years of international experience and more than 100 projects delivered, we have specialized in strategy, transformation, and impact. Our team has worked across different geographies, including with Fortune 100 companies and global consulting firms, bringing this expertise into Impulso's field.

For us, consulting is not about delivering a plan or a document, but about guiding institutions on their journey to shape their future. We don't just tell you "what to do"; we show you "how to do it" and, when needed, actively take part in the process.

The solutions we provide are not only actionable but also supported during execution. We work primarily with family businesses and the financial services sector, particularly with companies aiming to grow and expand internationally.

In every project, our goal is to help organizations achieve the transformation required for sustainable growth on their 2030 journey, despite turbulence and uncertainty.

In short: We exist to change your momentum.



# Turning Macro Trends into Micro Actions

The business world today is like a ship sailing in a stormy sea. New alliances are being formed on the horizon, waves of trade wars are erupting, and regulations are becoming increasingly complex. Capital flows shift direction suddenly, while the speed of technology disrupts existing business models. Companies are trying to navigate in a world where the compasses that once worked no longer provide direction and uncertainty has become the norm.

## Geopolitical Volatility and Regulations

Trade wars, shifting alliances, and constantly changing regulations weaken predictability. Companies struggle to find direction in an environment where global uncertainties directly affect local decisions.

## Access to Finance and Cost Pressure

Rising interest rates, tightening markets, and fluctuating exchange rates make access to capital difficult. High costs constrain long-term investment and growth plans.

## Disruption and Technology Speed

Digitalization, artificial intelligence, and new business models are rewriting the rules of industries. Solutions that worked yesterday are rapidly losing their effectiveness today.

Companies without a clear strategy face not only risks but also missed opportunities. Winners will be those who can turn uncertainty into advantage. Strategy is therefore not a choice but the compass and power source for a company's 2030 journey.

When we look at this picture, only one option remains: to take action today, mitigating threats and investing in opportunities.



# From Complexity to Crystal Clarity

For us, strategy is not an abstract document, but a living system supported by measurable data and integrated into daily operations. This system prepares your company not only for today but also for the uncertainties of 2030.

## Lifting the Fog (Before Starting)

We explain everything with data. We evaluate strategy not by what is said but by what is measured. This approach reveals the true picture of the company and moves the discussion from opinion to fact.

## Crystal Clarity (Where Are We?)

We present the current situation with crystal clarity: financials, organization, market, and competition. To see reality, we lift the fog.

## Drawing the Horizon (Where Are We Going?)

We clarify the vision, alternative scenarios, and a 5-year financial model. We define the company's horizon and show which path is the most resilient.

## Paving the Way (How Will We Get There?)

Strategy only becomes meaningful when it turns into a roadmap. We select priority projects, sequence the steps, and measure progress with KPIs. We pave the way stone by stone.

## Keeping the Flame Alive (Where Do We Stand?)

Strategy is not a document but a living system. Regular monitoring and updates keep the flame alive and ensure that the plan is embedded in daily decisions.

As a result of these 5 steps, strategy ceases to be just a vision document; it becomes an actionable and living plan that guides daily decisions and carries the company into the future.



# Myths We Mistake for Truth

70% of strategies fail; the main reason is that widely held misconceptions lead companies off track.

## Strategy Is a Document

Documents often remain on shelves and do not reflect on the organization's daily operations. This turns strategy into an abstract exercise.

## Strategy Is Defined by Workshops

Workshops collect ideas, but without in-depth analysis, financial modeling, and a clear roadmap, strategy remains incomplete.

## Strategy Is Vision Statements

Beautiful words or vision slogans on posters do not create real growth or competitive advantage in practice.

## Strategy Has Specific Owners

If strategy is known only by a few executives, the rest of the organization remains disconnected in practice. In this case, the plan stays on paper and never embeds into the culture.

## Strategy Takes Too Long

Prolonged processes exhaust both leaders and teams, and prevent opportunities from being captured on time.

## Strategy Is a Culture

It must permeate the company's capillaries and spread throughout the organization. Employees should see the link between their daily tasks and the strategy, and decision-makers should act in line with the plan..

## Strategy Is a Data-Driven Study

It must be supported by detailed data analysis, scenario planning, and financial modeling. Only in this way can a practical, measurable, and reliable roadmap emerge.

## Strategy Is a Plan Toward Vision

Strategy must be transformed into concrete projects and measurable goals. Without KPIs, financial targets, and clear accountabilities, vision remains only an intention.

## Strategy Belongs to Everyone

Strategy is a journey that extends across the entire organization. Employees must understand how their roles contribute to it, and teams must align around common goals.

## Focus on Strategy Brings Results

Strategy must be focused, fast, and actionable. Any process that drags on beyond 2–3 months should be questioned.



# Our 4 Game-Changing Strategy Principles

## Living Strategy

*Strategy does not sit on a shelf, it lives in the veins of the organization.*

Our strategies aren't "documents collecting dust," but roadmaps that reach every corner of the company. Employees see how their daily work connects to strategy, leaders act in sync with the plan, and strategy becomes part of everyday business..

## Evidence-Based Strategy

*Data speaks louder than words.*

Every stage is grounded in rigorous analysis — from today's reality to tomorrow's financial projections. If it can't be measured, we don't build on it. This discipline sharpens the picture, sets the right priorities, and drives a future shaped by data..

## Fast Impact

*A comprehensive strategic plan in just two months.*

Our approach goes far beyond surface-level workshops. With 70% driven by our expert team and 30% powered by your company's input, we ensure both ownership and originality. The result: in only two months, a complete, actionable strategy that prepares your business for the future.

## Measured Value

*Success isn't defined by reports, it's defined by metrics*

We measure success through growth rate, total shareholder return (TSR), valuation uplift, and critical KPIs. We also set goals for ourselves within the strategy. This ensures not just short-term results, but sustainable impact and lasting value creation.

**2** months for  
Strategic Plan

**5-10** TSR  
Total Stakeholder  
Return

**x2** growth  
in 3 years

# Use Cases

## Case 1: Data-Driven Strategy to Reach the Global Top 3

For a Turkey-based industrial company, we designed a 5-year strategic plan. Within just 3 years of execution, the company doubled its revenues and entered the top 3 players in international markets.

It not only broke into leading global accounts it had never accessed before but became a core supplier to these giants. Overseas operations were restructured, a new customer portfolio was built, and total shareholder return (TSR) increased by 5 points.

## Case 2: Smart Investment to Protect Profitability and Strengthen Global Position

A 90% export-driven manufacturer, after years of 30% growth, hit saturation in global markets. Our data analysis showed production capacity would fall short and a new plant would not be ready in time. We redefined target markets and secured critical talent abroad for the global organization.

A brand investment plan was also developed. As a result, the company continued to grow by capturing market share from global leaders while making profitability sustainable and reinforcing its global competitive position..

3 Years → 2x Growth | +110% Revenue | +3pts EBITDA

Capacity gap solved = +30% annual growth

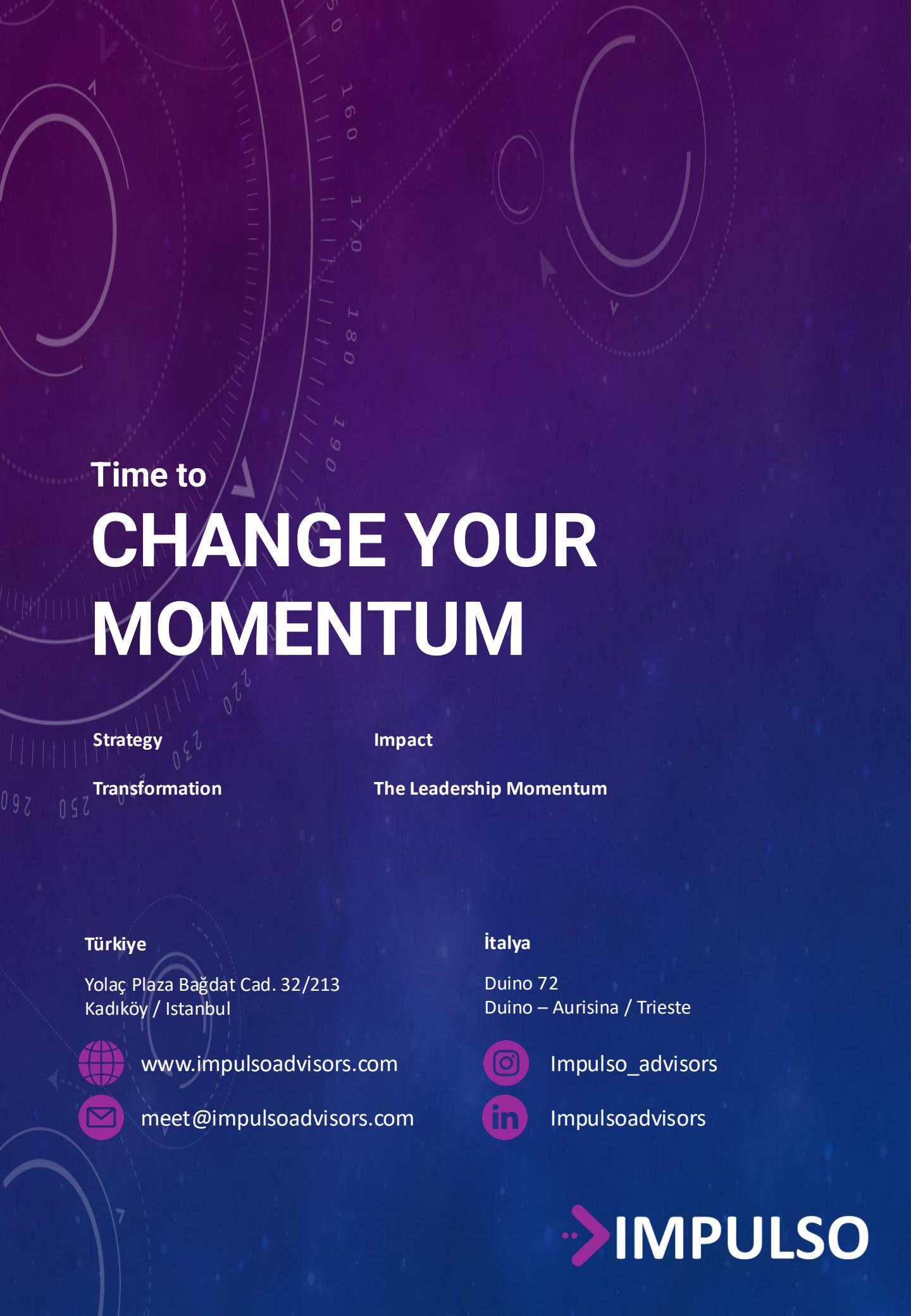
Top 3 OEMs = Core supplier to 2 global leaders

+15% CAGR Net Income | +5pts TSR (5-Year Outlook)

Global org upgrade = Exports reached 35% of total sales

KAM system: 6 new clients with 25% of total revenue.

Smart investment plan = -15% annual credit costs



# Time to **CHANGE YOUR MOMENTUM**

Strategy

Transformation

Impact

The Leadership Momentum

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