



Who We Are

CSRA is a business strategy consultancy that helps business and government leaders understand how disruptive market forces like social networks and Web 2.0 are changing business. By understanding market forces, you can act appropriately to manage risk and increase competitiveness.

- We deliver higher value by operating a virtual model, so you get better teams and pay less for overhead.
- We are veterans of the most prestigious consultancies, corporations, startups and professional services firms, and we excel at creating and managing global engagements to minimize risk while optimizing results
- We enter new relationships as explorations because we don't assume that your company is a candidate for our services.
- Managing Director Christopher Rollyson is a 20-year veteran of two global consultancies and several business ventures. As a management consultant and marketing executive, he taps a formidable global network of corporate executives, technology firms, renowned consultants, entrepreneurs, bankers, attorneys, venture capitalists, designers and experience architects.
- We are our clients' secret weapon.

What We Do

At CSRA, we serve clients across all phases of the strategy life cycle, and we work collaboratively with the members of the engagement team. We help them to understand disruptive market phenomena like social networks and Web 2.0, and how they are changing customer relationships. We also help you to understand what business your company is really in. We create a future state and a strategy for achieving it. We support your team in implementing the strategy.

Although clients have diverse needs, most of our work follows a pattern:

- We quickly brief you on how your customers, competitors and other stakeholders are using social networks like LinkedIn, Facebook, MySpace, social tagging and other Web 2.0 sites. This helps you to understand the new changes in the market.
- We look at your company and your industry. Many companies get in the habit of defining themselves in terms of *how they do things*. Disruptive change interrupts the how. We help you to understand your core value proposition that transcends the how. This grounds your team and prepares them to lead new initiatives.
- Now that you have your arms around what's new and what your core value is, we guide you in creating a future state and strategy for how you will get there. This gives you perspective. It's your keel.
- We help you to make it happen by mentoring and guiding you to make changes in how you communicate and interact with customers. We also source and manage any experts that you need.
- Because customer relationships are the bedrock of your business, our approach is generally to guide you and transfer knowledge to your team, so you become the experts as quickly as possible.



How We Work

At CSRA, we configure our expertise, process and technique to your individual needs. We leverage our experience, approach and tools, but we approach each situation without preconception. Here is a very broad, select sample of some of the ways we work with our clients. Our experience and tools enable us to manage risk and reduce engagement length.

- Conduct interactive executive workshops to facilitate your understanding of emerging trends and your business. We use a variety of fast-cycle techniques such as scenario envisioning. We often supplement our research with subject matter experts.
- Provide guidance on using emerging technologies, processes and approaches for business development, marketing research, product/service development, customer service, recruiting, partnering. Examples are LinkedIn, MySpace, Facebook, Second Life, Twitter, YouTube
- Mentor your employees and business partners on the new "social graces" in new social milieux. How to act in numerous situations such as facing negative criticism of your product, environmental policy, manufacturing, workers' rights policy, etc.
- Primary research into emerging trends among customer and prospect groups
- Create staged plans for engaging customers to create community and passion around the experience that your offerings enable. Create situations in which customers advise each other and collaborate with you to create new offerings
- Strategy and launch programs for new revenue streams.
- Initiatives to maximize word of mouth marketing; how to help customers to help you.
- Assistance with launching wikis, blogs, social tagging and other Web 2.0 solutions. Help you meet the providers of these new services.
- Advice on integrating new initiatives with your existing customer relationship practices and processes. We show you how to get your activities with print, multimedia, online, sales and customer service to synch with your activity with social networks.
- More information available here => <http://www.rollyson.net/consulting/services.html>