New Strategy for Enterprise Competitiveness

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, social community creators, Web 2.0 geeks, technology firms, renowned consultants, entrepreneurs, bankers, diplomats, 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. We create a collaborative team with your employees, partners and our consultants. We help your company to understand disruptive market phenomena and how they affect your business by changing the context around you. We help you to create a future state and to achieve it. More on this...

How We Work--We advise your team 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 and others. More on this...

Clients--We have advised executives in global enterprises, professional associations, government, and technology start-ups in a wide spectrum of strategic issues. We have worked in all industries but the focus has been on advising B2B executives on adopting new technology and business processes. More on this, including case studies...

Services--We organize and apply our expertise and methods to fit clients' needs. Most firms end up "backing into" leading edge technology and processes. We offer the opportunity to understand and act before competitors. Our clients act with more confidence and purpose because they understand the opportunities and risks at stake and the choices they make. For example, we help companies to understand social networks and Web 2.0, and we assist them with all aspects of joining, interacting in and/or building their own social networks. More on services...

Thought Leadership--We conduct extensive research to understand emerging market phenomena and, more important, *why* it is happening. We speak at conferences, associations and company meetings. More on research here... or speaking engagements here...

Christopher S. Rollyson--"I have managed global teams as a line marketing executive with P&L responsibility *and* as a principal with a global consultancy. Experience, professionalism and integrity are my strongest assets." More on quals... or contact, including social network profiles...

Notable

- • Web 2.0 Misalignment
- • Web 2.0 Adoption Curve
- • Social Network Roadmap
- • Social Network Life Cycle

More

Vision & Viewpoints

Economic Outlook 2009

2008: Year in Review (tales of disruption)

Select Publications

Advisory: Enterprise 2.0

Advisory: Social Networking & Web 2.0

Topics in Strategy for CEOs, CMOs and CIOs

Report for CEOs and CIOs: Web 2.0 & Investment Banks

Report for CEOs and CMOs: Forrester Consumer Forum

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