

# Diagnostic

## Service overview

Our work typically begins with diagnostic to align  
on existing challenges and envision potential opportunities

# What, why and who?

## What is it?

A series of individual and/or group interviews, supported by document discovery aiming to identify weaknesses and constraints on growth, analyse their root causes, interconnections and create a coordinated action plan for an immediate transition to problem-solving.

## Why do it?

- Managers may differ in perception of challenges at hand
- Companies often lack a working action plan for tackling problems
- There is a disruption in communications between departments or functions

## Who is involved?

Depends on diagnostic type and organisation area, but usually includes key decision-makers and influencers:

- Top management
- Department heads
- Representatives of key stakeholder groups

# Areas of assessment

## Company's business architecture

- Organisation structure  
(i.e. functional, organisational, the structure of responsibilities and authority)
- Company's business processes
- Regulations
- Staff functionality
- Document management

## Strategic development

- Mission
- Vision
- Values
- Corporate strategy
- Functional strategies

## Functional areas

- Marketing
- Sales
- HR
- Finance
- IT

## How we do it

Depending on diagnostic type, area of audit and organisation size, the process takes up to 4 weeks and is supported by fact-checking through document discovery. The in-person sessions are facilitated by senior specialists with at least 15 years of first-hand experience

# How we do it

## 1. Expression & systematisation

The participants freely express their opinion on the existing problems and what needs to be improved, asking not “Who is to blame?” but “What is wrong?”

The participants then rank problems identified, determining:

- Which problems are systemic (root)?
- Which are functional?
- And which are, in fact, symptoms?

## 2. Interdependencies

The group determines key cause-and-effect relationships that led to the problems

## 3. Roadmap & initial steps out

Having acknowledged the problems, the participants set a goal: “Who do we want to become?” and agree on a roadmap – the sequence of actions required to get there.

Having approved the road map, the team identifies problems that need to be addressed immediately and assigns responsibilities for initial tasks.

## Expected outcome

- An agreed map of the company's problems, traced back to root causes
- An understanding of cause-and-effect relationships between problems identified
- An action plan to systematically address the problems
- Determination of the company's life cycle stage
- Participant acknowledgement of the need for change and their responsibility for its success

About AVDO

# We align resources, strategy & goals

With 500+ cross-industry projects since 2012, we help clients become more efficient, cohesive teams, increase the quality of their output, find new audiences, develop optimal business processes and organisational structures and optimistically embrace perpetual change.

**Strategy**

We help articulate & structure businesses and produce functional strategies across Finance, HR, Marketing and Digital

**Operations**

We help remove bottlenecks, develop processes and align resources for lean, sustainable operations

**Transformation**

We support teams in finding new markets, reinventing businesses and leveraging the ever changing landscape to their advantage

# A different way of working

We differentiate by not producing solutions, but helping client teams to work through the problems and come up with optimal answers themselves.

In our experience, strategies developed that way are inherently understood, easily implemented and can be updated by the client without external support when required.

The new expertise increases the teams' value, while the mentorship structures we introduce make the growth continuous and sustainable.

# Global expertise at your disposal

AVDO offers access to 90+ consultants with 15+ years of executive experience at leading companies across markets and industries, ranging from HR generalists to IT infrastructure wonks.

Absent a public directory, here is a snapshot. Our average specialist is 46, with 18 years of international experience, 6 of which at AVDO.

AVDO was designed as remote-first: with strong digital ties and a culture of collaboration. If a project requires narrow expertise or a global perspective, we can quickly find both within our wider team.

Working with AVDO, you tap into a wide international network with rich insights across a range of markets and subjects.

A banking project in Portugal can inform a hospitality transformation in Egypt – we make sure our institutional knowledge works to benefit – our team as well as our clients.

# Our services

## Strategy

- Organisation Design
- Business & Functional Planning
- Strategic Resource Direction
- Financial Strategy
- Operational Strategy
- Strategic Marketing
- HR Strategy
- Digital Strategy

## Operations

- Lean Manufacturing
- Supply Chain Procurement
- Category Management
- Pricing
- Product Development
- Operational Marketing & Sales
- Talent Management
- Onboarding, training, development

## Transformation

- Change Management Team
- Structural Transformation
- Operational Transformation
- Marketing & Sales Transformation
- Financial Transformation
- HR Transformation
- Digital Transformation

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