

**“Change is inevitable. Progress is optional.”** The astute observation from entrepreneur and leadership sage, Tony Robbins, perfectly captures the reality—and the opportunity—facing leaders, their teams, and their organizations. Whether change is thrust upon us, or we realize there is opportunity to improve on the status quo, success depends heavily on effective leadership and the ability to manage the process of change competently. PTI Advisors are your experienced partners in strategic change, committed to helping you reach your desired destination— more effectively and more efficiently than going on that journey alone.

Effectively navigating change rarely, if ever, happens by chance. Strategic change is a process to be actively managed, and experience and expertise matter—both on the journey and also to the ultimate outcome/results.

In a hyper-connected, complex, fast-paced world, mitigating the risks that come with any major change and increasing the likelihood of success are critical considerations to the design and execution of any strategic change. PTI offers the additional peace of mind and confidence that clients desire.

### What we offer

PTI believes that every client is unique, and their needs are unique to every situation and each project. Tried and tested tools and processes are valuable resources we utilize regularly, but the real value of partnering with PTI is based on two crucial elements of our approach:

- 1) a dedicated team with experience *and* expertise directly relevant for your project/objective
- 2) a service fully customized to your specific requirements

Clients typically request our advice and support across the full change process or at specific phases. We are a full service partner, but we also support clients with specific expertise and functions—or a combination of them.

### *Phases*

#### Situation

“Where are we at today?”

#### Destination

“Where do we want to go?”

#### Journey

“How do we get from A to B?”

### *Core Services*

- Research & Intelligence
- Visioning & Strategy
- Innovation
- Relationship/Partnership Development
- Strategic Communications
- Planning & Execution
- Project & Program Management
- Technology Enablement

We concentrate on advising and supporting clients with *strategic* change, ranging from more **traditional change** initiatives, such as developing a growth strategy, improving employee engagement, creating a more customer centric culture, and organizational realignment, to more **disruptive change**, such as pursuing shared value or social innovation strategies, impact investing and corporate venturing strategies, or developing an innovation incubator. We also provide individual and team development services, including coaching, mentoring and advisory roles.

We have extensive experience working with private sector, civil sector and government. Cross-sector, multi-lateral engagements and partnerships are an area of focus, particularly with shared value related initiatives.

### Who we are

PTI was founded in 2015 by Paul Ellingstad, a veteran of the technology sector with 25 years of hands-on experience of change in large, complex, global organizations. From individual, team, organizational and even market-wide disruptive change, he has truly experienced change from every angle: as an agent of change, an advisor/consultant, and a participant. PTI Advisors leverages a network of seasoned professionals across an array of specializations and organizes a specific client/project team based on the specific objectives and needs in consultation with the client. As the managing partner, Paul plays an active role in all client engagements and maintains accountability for client satisfaction.

### How we work

For PTI, change is a journey that requires deep understanding of the problem/challenge plus creativity and innovative solutions to achieve the desired outcomes. Problem solving and solution creation benefit significantly from diversity and from **collaborative** methods that engage teams and reinforce **trust**. While we recognize that not all change scenarios allow for the ideal scenario, our philosophy and culture is one of journeying **with** our clients through a strategic change.

We value long-term, extended and multiple journeys of change with our clients, but we also recognize that most journeys end and travellers part. We recognize the importance of seamless project completion and transition. **Sustainability** and **resilience** of programs after our role ends is important to our clients and to us, and we operate with this importance aspect of change initiatives keenly in mind.

PTI believes in the importance of **communication** throughout all aspects of change initiatives. We have extensive communications experience and expertise and work closely with clients and their teams to develop and execute plans. We also guide and support them with the intricacies of communicating authentically and effectively.

We recognize the pervasiveness of **technology** in virtually every facet of our personal and professional lives, and consequently, it is a significant consideration and factor throughout our work in change as well. But PTI never loses sight of the pre-eminence of **people** involved in change, and we take pride in the approaches we advocate to empower and enable people with technology.

### Where we work

PTI Advisors is registered in Ireland and operates globally. As our clients require, we work and engage locally, regionally, and globally, both virtually and in person, anywhere. **Partners in Breakthrough Change** isn't our tagline, it's our **promise** and our **commitment**! We're happy to share project insights and provide client references as part of our engagement discussion with you.

### Let's talk change!

If you're planning for change or you're already in the middle of it and you're considering a trusted partner to navigate that journey with you, give us a call. We'd love to talk with you.

### Contact

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