

THE CATEGORY HAS A PROOF PROBLEM

Every transformation promises results. Almost none can *prove they arrived.*

ETEGY creates, pressure-tests, and resets transformation agendas—connecting strategy to portfolio decisions, operating change, execution, and realized value.

THE EXECUTIVE PROBLEM

- 01 The strategy is clear. The transformation agenda is not—or the inherited portfolio no longer carries it. Capital stays tied up in work that no longer earns its place.
- 02 The operating model changed on paper. The work did not. Cost, delay, and workarounds remain.
- 03 Benefits are reported. Leadership cannot trace them from funded work to operating results. Leaders cannot tell what to scale, stop, or defend.

That is not a communications problem. *The transformation has not been translated into the operating changes required to deliver the strategy.*

Operating-model transformation. Value realization.
Evidence that survives the board question.

THE RECORD

60+

Board- and executive-sponsored mandates

\$180M

Duplicate spend identified, elimination anchored

\$96M

Margin opportunity surfaced, capture model approved

\$26M

Capacity reallocated through governed portfolio decisions

+4 pts

Margin improvement in a 100-day stabilization

Anonymized; specifics under NDA.
Services organizations, \$400M–\$20B.

ONE ENGAGEMENT. THREE WAYS IN.

01 **Set the agenda**

Define the transformation required to deliver the strategy.

02 **Rationalize the portfolio**

Decide what to stop, combine, reshape, accelerate, defer, or fund.

03 **Reset and govern**

Regain control when the transformation has stalled, fragmented, or lost its value case.

WHAT ETEGY PUTS IN PLACE

Zero-Based Transformation™

Architecture that starts with how work actually moves, not the maps and plans around it.

GSDPI™

Get. Sort. Do. Prove. Improve.®

The operating lifecycle that makes demand, execution, and evidence traceable.

The proof layer

Governance, decision rights, and value controls that tie activity to operating and financial results.

Which initiatives actually *carry the strategy?*

ETEGY ties the agenda and portfolio to the operating changes, owners, value, and evidence needed to decide where capital and attention should move.

A defensible agenda. A rationalized portfolio. A governed path to value.



Darrin Devereaux

FOUNDER & PRINCIPAL · TRANSFORMATION OPERATOR AND BOARD ADVISOR

Twenty-five years of board-visible transformation, operating-model redesign, integration, recovery, and value realization — **\$400 million to \$20 billion**. Formerly Crowe, Prosci, Assurant, Cognizant, Deloitte, and Ford Motor Company.

ETEGY turns strategy into a defensible transformation agenda: *what must change, what deserves capital, and what will prove value.*

Start a conversation

A 40-minute working session. Bring the agenda, portfolio, or value claim you cannot yet defend.