

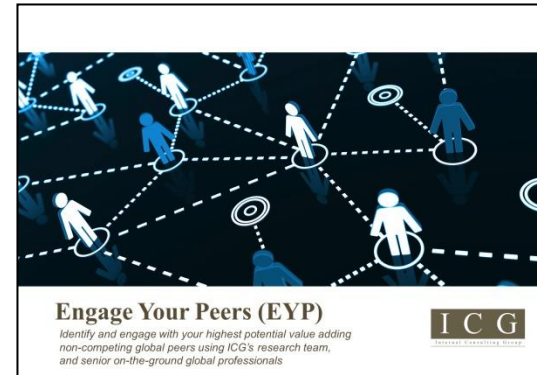


Engage Your Peers (EYP)

Identify and engage with your highest potential value adding non-competing global peers using ICG's research team, and senior on-the-ground global professionals



ICG Engage Your Peers (EYP)



Tailored to your unique requirements
Pricing reflective of scope
from USD 7,500

Engage Your Peer (EYP) assignments provide a highly effective way of identifying and establishing global peers, enabling you to develop a powerful network of non-competitive likeminded industry contacts across key targeted international marketplaces.

EYPs enable domestic or relatively localised companies to access the best international thinking from organisations outside their established geographies, thereby helping to network across CEOs and C-suites, support learning trips, shape strategic thinking, share best practices in strategic execution, and exploit the latest in procurement and fintec strategies.

EYPs leverage ICG's global research capabilities, international footprint, and 21st century consulting model which commits to no sharing of client IP without explicit permission, making working with ICG much safer than traditional consulting firms.

ICG Engage Your Peers (EYP)

ICG's international network of seasoned industry professional provide fast track access to non-competitive likeminded businesses across the globe



Recent Requests:

1. "Who are my most relevant peers"
2. "Who is using the same software platform as me and can we join forces in some way"
3. "Is there some way we can join forces with our peers around the world to create business value"
4. "How do we find and benchmark our most salient peers in risk management and compliance costs"
5. How can we stay across what is happening globally at low cost?

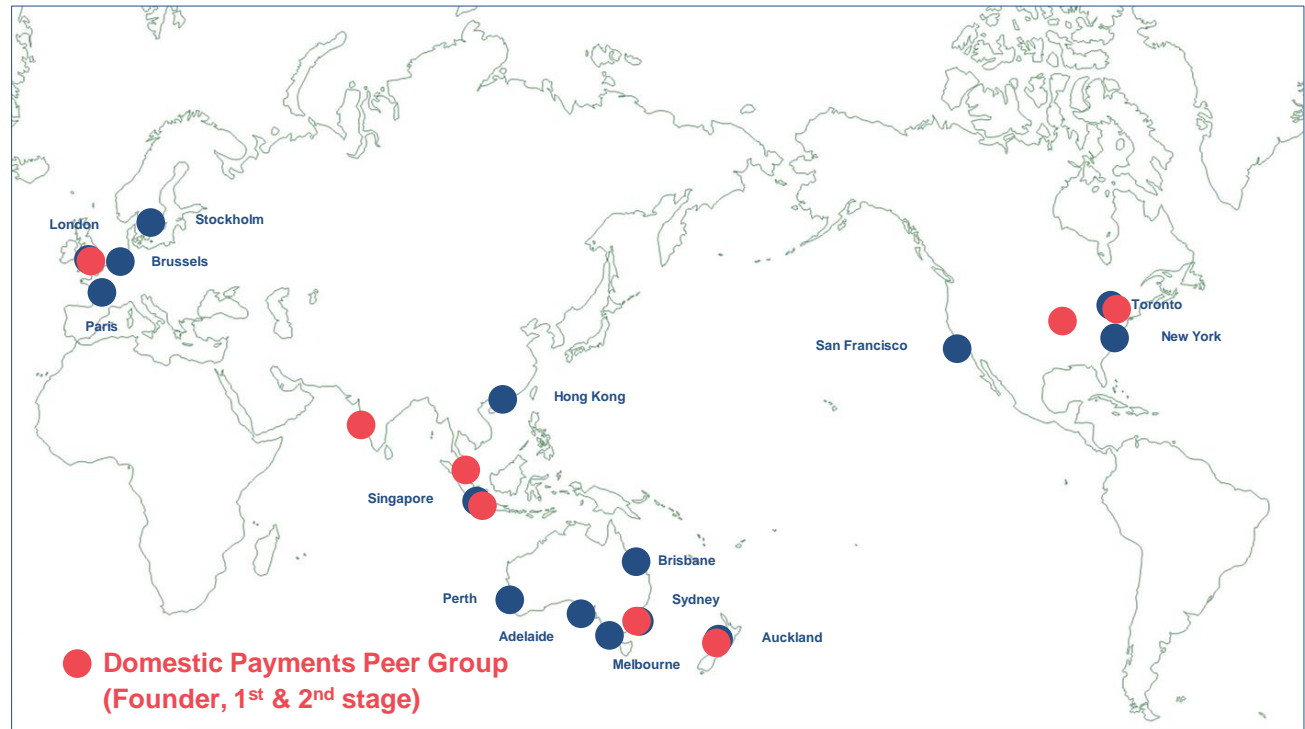
Typical EYP Assignment (illustrative)

**Domestic Payments
Global Competitor
Response**

Faced with continued pressure from global competitors this domestic payments company wanted to establish peer relationships with other likeminded payments companies faced with similar threats in their own local marketplaces. To further dialogue the peer consortium has collectively commissioned a Global Industry Radar (GIR) providing a global perspective on fast changing developments in their industry.

EYP Search Domestic Payments Company

ICG Hub	Company	Country	Relationship
Auckland	P	New Zealand	Peer (1st stage)
London	V	United Kingdom	Peer (2nd stage)
Singapore	R	India	Peer (2nd stage)
Singapore	M	Malaysia	Peer (2nd stage)
Singapore	N	Singapore	Peer (2nd stage)
Sydney	E	Australia	Peer (Founder)
Toronto	I	Canada	Peer (1st stage)
Sydney	D	United States	Peer (2nd stage)



Typical EYP Assignments (illustrative)

Retail Bank Competitor Response Digital

In response to an aggressive push by a domestic competitor this Retail Bank sought to establish a number of non-competitive peers that had been successful in growing their digital banking presence, in particular seeking to identify banks with a similar customer demographic that had successfully achieved high customer uptake and subsequent use of their mobile banking application.

Mortgage Finance Legislative Change

Faced with upcoming legislative changes the home loan division of this financial organisation wanted to reach out to peers in other geographies that had already faced similar challenges and had adapted their product offering / processes to meet the new regulatory environment.

Regional Bank C-level Strategy

The newly appointed CEO of a Regional Bank wanted to reach out to peers in other markets to establish a network of contacts to periodically exchange views on a wide range of topics. The informal network of CEO peers has provided a valuable additional source of strategic insights to help shape the bank's strategies.

Commercial Bank Pricing Strategy

The Commercial lending division of a major bank sought to establish a group of non-competitive international peers to discuss approaches to commercial pricing. Key areas of interest were the competitiveness of their respective domestic commercial banking markets, the level to which customers are multi-banked and whether pricing decisions are delegated or managed centrally.

Retail Bank Global Competitor Response

Ahead of the arrival of a non-traditional new market entrant this bank sought to find out more from non-competitive peers about the likely impact of the new arrival and any mitigating strategies that they had taken. Peers were identified in three other international markets where the new entrant had already established operations.

ICG Engage Your Peers (EYP)

The EYP process combats the limitations of existing knowledge sharing programs and incorporates the best features

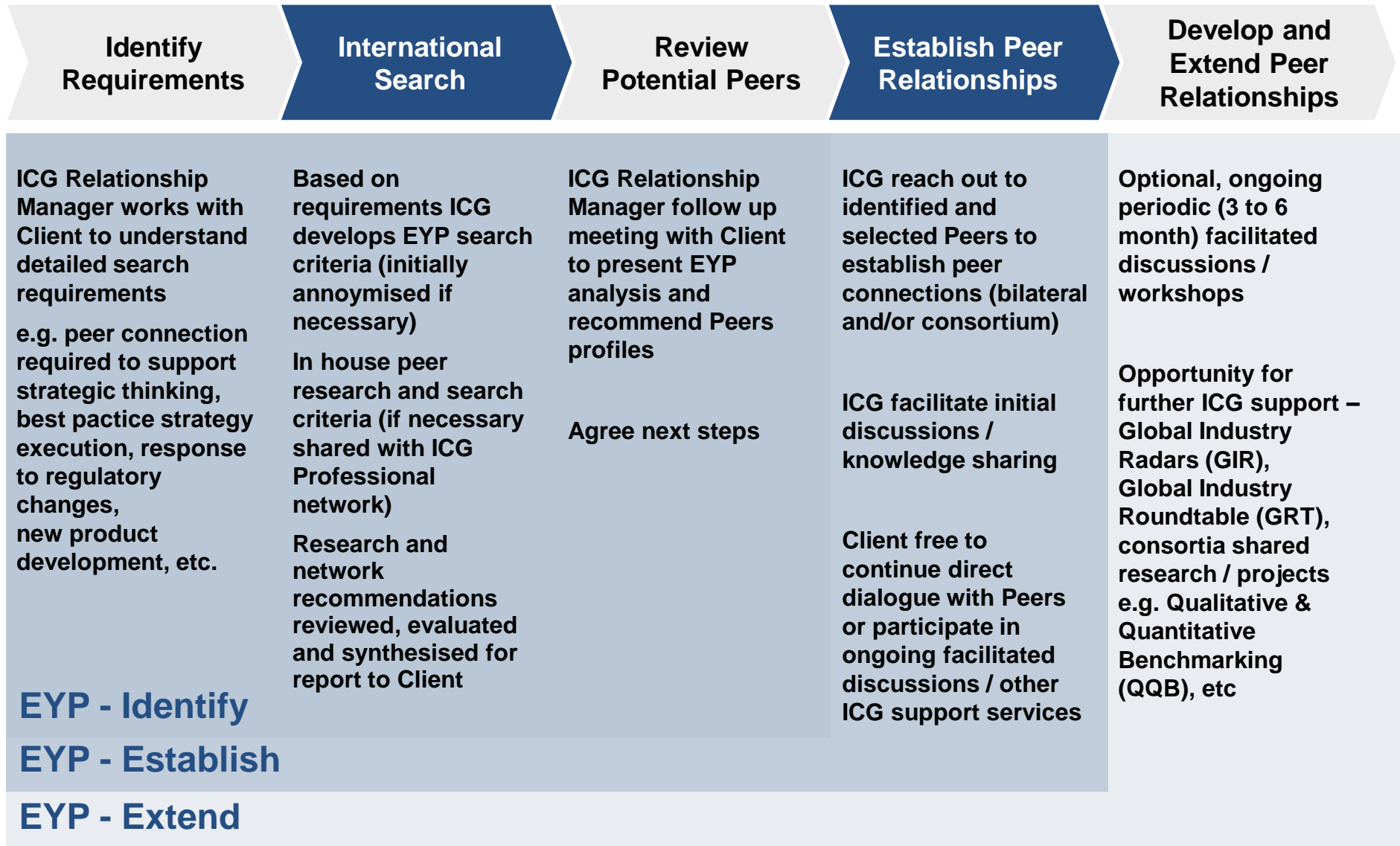
Program type	Typical advantages	Typical limitations
Typical consulting global landscape review	<ul style="list-style-type: none"> ▪ Constructed for specific needs of one client ▪ Hands on in-office process ▪ Implementation of funding to generate specific initiatives 	<ul style="list-style-type: none"> ▪ Impossible to access breadth and depth of knowledge of EYP peer network ▪ Case study intellectual property quickly out of date ▪ Extremely expensive
Surveys and disguised benchmarking exercise	<ul style="list-style-type: none"> ▪ Minimal cost 	<ul style="list-style-type: none"> ▪ Local competitors access the same information ▪ Little transparency, (information disguised), so unable to explain differences
Temporary transfers of executives	<ul style="list-style-type: none"> ▪ Builds deep long-term relationships 	<ul style="list-style-type: none"> ▪ Knowledge concentrated in one individual ▪ Time consuming ▪ Risk of executive departure
Executive global visit programs	<ul style="list-style-type: none"> ▪ Very rewarding for individual executive ▪ Exposure to large number of organisations 	<ul style="list-style-type: none"> ▪ Knowledge concentrated in one individual ▪ Time consuming ▪ Typically only captures knowledge at a superficial level (Outcomes can be exaggerated) ▪ Relatively expensive

ICG Engage Your Peers (EYP)

Based upon mutual (but confidential) knowledge sharing the EYP process offers significant benefits to Commissioning Client and peers alike.

Category	Benefits
Networking	<ul style="list-style-type: none">▪ Introductions made to equivalent CEO / 'C' suit peers at carefully researched organisations that match your defined search profile▪ Where possible leverage ICG's international network and existing Client relationships to effect warm introductions and quickly establish rapport▪ Potential to cascade relationships through to relevant line management and functional managers▪ Range of options to Extend and deepen relationship through facilitated discussions or workshops▪ Development path to ICG Global Round Table (GRT) with face to face conferences / shared analysis and research possibilities
Global Reach	<ul style="list-style-type: none">▪ Develop relationships with likeminded, but non-competitive / geographically different peers▪ Opportunity to collaborate to provide collective domestic scaled response to global competitors▪ Gain rich insights from other markets that have already faced changes (regulatory interventions, competitor challenges, etc.)
Benchmarking	<ul style="list-style-type: none">▪ Informal comparisons stepping stone to powerful formal benchmarking, for example ICG's Qualitative & Quantitative Benchmarking (QQB) and Global Round Table (GRT)
Knowledge Sharing	<ul style="list-style-type: none">▪ A comparative forum to exchange ideas and the latest thinking to help shape strategies or validate assumptions.▪ Opportunities to collaboratively commission additional research such as ICG's Global Industry Radars (GIRs) and Knowledge Area Reviews (KAR)

The EYP process



EYP fees (USD plus project admin fee plus applicable taxes)

Stage	Scope	Fee USD (excluding taxes)
EYP - Identify Scope search brief, research, shortlist, profile -	- 5 target peers/markets - 10 target peers/markets - Extensive global search	\$7,500 \$12,500 \$20,000
EYP – Establish Seek to establish relationship (letter, email, introductions)	- 5 peers approached - 10 peers approached - global search (fee per peer approached)	\$5,000 \$10,000 \$1,000
EYP – Extend Extend peer network through facilitated discussions / workshops	- 5 peer initial facilitated discussion, including legals, agenda, minutes and facilitation (conference call) - Shared GIR (Global Industry Radar) - Shared KAR (Knowledge Area Review)	\$2,000 per participant USD10,000 Per issue (3 per annum) USD5,000 per participant (usually USD25,000)

EYP Companion ICG Products and Services

ICG offers a full range of unbundled consultancy services that include Professional Consultants, Methods, Publications, Training and Support Services. These include:

Global Industry Radar (GIR)



A periodic (typically 3 times per annum) report that provides advantaged access to insights, innovations, developments and key sectoral activities across the globe.

GIRs are an ideal accompaniment to the EYP providing a solid research factbase to support ongoing facilitated workshops. Subscriptions are limited to one Client per geography ensuring local competitive advantage.

Global Expert Scan (GES)



Beyond the EYP peer network of likeminded organisations GES provide an effective way of identify global thought leaders (often in academia, as suppliers, or in other sectors) that can deliver valuable insights for immediate application to your challenges.

GES can be undertaken in parallel to a EYP for your exclusive use or commissioned by the EYP peer group to add rich external industry insights.

Global Round Table (GRT)



Often a natural progression from the more informal remit of the EYP facilitated discussions, GRTs are an exclusive network of comparative peers, sharing a similar level of sophistication, and therefore common issues and capability challenges.

GRTs offer not only the peer network benefits of EYPs, but also extend to more formal (usually face to face) extended workshops, peer benchmarking and commissioned global analysis and research. Costs are shared equally by the GRT participants.



Internal Consulting Group

Email enquiries@internalconsulting.com or
visit our website at www.internalconsulting.com