

## **Who We Are**

Creative Spark's new division specialises in Digital Transformation and other disciplines that companies typically deal with, including:

- Customer Experience Management
- Practical business intelligence and analytics
- Specialist digital programme change management
- Skills development and knowledge transfer

We are experts in the field of Digital Transformation and have years of collective experience, both corporate and agency. We have become adept at assisting our clients in applying global best practices and principles for Digital Transformation in ways that are applicable to local businesses.

What allows us to deliver the strategic business support services our clients need is our ability to offer the specialist skills and experience from our consulting division, and the horsepower of our existing creative and development teams

## **Our Mission**

At the core of what we do, we help companies navigate the complex environment that requires the successful convergence of business, people, and technology in order to future-proof themselves. We want to help South African companies to become more competitive globally, as a result of becoming increasingly more sophisticated in their digital business practices. We want to help businesses harness new opportunities from the disruptive and disintermediating effects that digital is having on business and society.

Creative Consulting aims to fill the gap currently left between traditional management consultancies and traditional pure-play digital agencies who are merely execution partners that fulfil a limited strategic-partner role relative to clients' broader business landscape.

## What We Offer

Strategy Development and Solution Design		Business Support and Operational Delivery	
Consulting	Programme design	Business Intelligence	Agile Implementation
Digital Transformation strategy	Digital Transformation programmes	Future of disruptive and exponential technologies research	Immersive programme implementation – operationalising strategy with client teams
Customer experience strategy	Customer experience programmes	Digital property audits	Specialist Digital and CX Change Management
Digital platform and service monetisation consulting	Organisational change management programmes	Culture and company structure audits	Project and programme management
Start-up engagement as part of growth & innovation strategies		Marketing, customer, and platform analytics	Rent-to-buy staff placement solutions

## Our Approach

Creative Consulting puts project teams together with diverse backgrounds, skill sets, expertise, and experience so that our clients can access their talent during the course of their projects with us. It's not often that companies can tap into the collective resources of diverse, expert-level specialists to help develop solutions to complex challenges.

We understand that even the best strategy is only as good as your ability to be executed against it. Many times, this critical part of a transformational strategy or project is overlooked or underestimated.

As management consultants, we can help you develop the right strategy for your business or department. As professional practitioners, we will immerse ourselves into your world to build execution capacity for your teams from the inside out so that your team is functioning at the right levels to sustain your strategic ambitions.

It's not just *what* we do, it's *how* we do it that matters.

To find out more about our new Consulting division, or to enquire about becoming a client of ours, please contact Head of Department, Ika van Wyk at [ika.vanwyk@creativespark.co.za](mailto:ika.vanwyk@creativespark.co.za).