



## **PRESS RELEASE**

Issued: 12 August 2020, Aberdeen and London

For Immediate Release

### **Delfinity shape strategy for Scottish firms in partnership with The Leadership Gallery**

The Leadership Gallery (TLG), specialists in helping organisations take the risk out of strategy execution and Delfinity Limited, the Grampian-based consulting firm, are partnering to bring TLG's proven strategy tool, Align+® to Scotland. The Align+® diagnostic suite enables organisations to assess factors that may derail successful strategy execution. It highlights gaps and weaknesses, identifying the issues that need to be addressed before plunging into implementation, especially in situations where the strategy involves a change of direction.

As experienced business leaders and advisers, Delfinity and TLG understand that the critical gap in many struggling businesses is not necessarily the strategy, but the ability to implement effectively. Research shows that 67% of well-formulated strategies fail because of poor execution.

*Fiona Smith, Delfinity director said; 'The Leadership Gallery share our commitment to strategy that not only delivers for the organisation but is deliverable by the organisation. We are delighted to offer TLG's elegant and effective diagnostic tool to the Scottish business community. Align+® gets to the heart of organisational challenges rapidly and objectively. This means that the experience and knowledge of our team and our client can be focused on solutions and business growth. Particularly relevant as we respond to the challenges and opportunities arising from Covid-19.'*

Align+® has been used in over 30 organisations and by c8,000 people in UK and international markets which include engineering, technology, defence, professional services, shipping, government authorities, not-for-profit organisations, semi-conductor industries and content management businesses.

*Rob Shorricks, CEO of The Leadership Gallery said 'Delfinity are the perfect partner for us. They deliver practical, actionable advice, in close collaboration with their clients. Having demonstrated the power of Align+® with a range of businesses, TLG are now looking forward to working with Delfinity across Scotland.'*

If you would like to know more about how your organisation can take the risk out of strategy execution contact Fiona Smith ([fiona@delfinity.co.uk](mailto:fiona@delfinity.co.uk)) or Rob Shorricks ([robshorricks@theleadershipgallery.com](mailto:robshorricks@theleadershipgallery.com))

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## **Notes to editors**

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### 2. Background information

#### **Delfinity Limited (*delfinity.co.uk*)**

Founded in 2016, Delfinity is a Scottish business consulting firm, based in the NE of Scotland. Delivering expert strategic support to SMEs, Delfinity has gained a reputation for clear and pragmatic advice. The company works with clients across Scotland, from community organisations and start-ups to multi-site businesses.

#### **The Leadership Gallery**

Founded in 2015, The Leadership Gallery (TLG) is a team of highly experienced business leaders and consultants with first-hand knowledge and expertise of organisational design, transformation and strategy implementation in global organisations. Using their unique diagnostic suite Align+®, TLG advises clients on the brink of change, experiencing factors that may have a significant impact on their business plans – including digital disruption, political uncertainty and the speed of technological innovation.