



## Navigating a New Path

When Morris Change said “Without strategy, execution is aimless. Without execution, strategy is useless” he was simplifying the importance of their relationship. It seems there’s a lot of effort given to developing strategies but little to how they will be successfully delivered. That’s a key factor into why 70% of all strategic initiatives fail. We all dream of taking our vessels from choppy seas and growing them into something bigger sailing in smooth waters. Often our challenge is how we start given the many obstacles faced. Luckily for us there is a way to turn the tide and achieve the big things we aspire towards.



## A to B on the SME Strategy Podcast

Thank you to the team at SME Strategy for hosting us on their Strategy and Leadership Podcast. We enjoyed getting to talk about how organizations get from A to B as they look beyond the status quo towards growth and transformation. [Listen Here>](#)

## Partnering for Success

Sound familiar? Everyone comes together in a town-hall meeting to hear about the new strategy and direction of the business. There is excitement leaving the room but fast forward a few months and things are exactly the same as they are today.

We partner with business owners and executives who want to get out of neutral and turn their visions into reality. By eliminating the hurdles stopping their progress and executing their stalled strategies, they are able to achieve their big goals and reach their growth and financial objectives.



*Schedule a Conversation*



*eMail*



*LinkedIn*



*Contact Us*

*Copyright © 2019, Parrels Advisory, LLC  
All rights reserved.*

**Our mailing address is:**  
[info@parrels.co](mailto:info@parrels.co)