

StrategiL

« Perception is strong and sight weak. In strategy it is important to see distant things as if they were close and to take a distanced view of close things. »

Miyamoto Musashi
Swordsman and writer
17th century



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Domains of intervention

The domains where I am involved are diversified, the result of the chance I had to work with several organizations and with many managers, particularly with CEOs, CIOs and CMOs. Here are some examples of the domains where I can accompany you:

- Strategic planning in different areas such as enterprise-wide, IT, marketing, business and IT outsourcing, CRM
- Business cases for the entire organization or for specific projects
- Governance
- CRM strategies
- Business and information technology (IT) architectures
- Balanced scorecards
- Definition and selection of computer-based solutions
- Selection of suppliers or outsourcers, or the management of the relationships with them
- Reorganization and job descriptions in IT
- Meeting or workshop facilitator
- Interim CIO
- Etc.

I have often been asked to be a guest speaker (about a hundred times, actually), for private and public audiences, small or large. I always welcome the opportunity to give presentations, which can be more or less customized depending on the need. Let me know if I can assist you here as well.

About Coaching

Strategist by training and from experience, I sometimes wear another hat in addition to being a consultant: that of coach, where the focus is not much to execute a project or produce a specific deliverable, but rather to accompany someone in achieving their objectives. According to the [International Coaching Federation](#):

“Professional coaches provide an ongoing partnership designed to help clients produce fulfilling results in their personal and professional lives. Coaches help people improve their performances and enhance the quality of their lives.

Coaches are trained to listen, to observe and to customize their approach to individual client needs. They seek to elicit solutions and strategies from the client; they believe the client is naturally creative and resourceful. The coach's job is to provide support to enhance the skills, resources, and creativity that the client already has.”

Personally, I am convinced that quality consulting comes with coaching. Without an excellent understanding of what makes sense for a client, the work of a consultant is bound to be a failure, or at least a less than optimal success, as the client will not be able to take ownership of the results and the deliverable stands to become a nice decoration on a shelf. Most consultants deliver good work – they just forget too often to ensure the adequacy between the client and the work.