



# BUSINESS PROPOSAL

CATALOG 2025

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CERTIFIED STRATEGIC MANAGEMENT CONSULTANT | Based in Algiers & Constantine, Algeria

**DANILYAS STRATEGIC MANAGEMENT**  
CONSULTING SERVICES



**CATALOG 2025**

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SPECIALIZATIONS: STRATEGY • PERFORMANCE • QUALITY • CHANGE • ORGANIZATION

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## **ABOUT DANILYAS**

Danilyas Strategic Management Consulting is a premier advisory firm bridging the gap between local and international market intelligence and global best practices. Founded by Billel Boudida, we specialize in delivering evidence-based, results-driven consulting services that empower organizations to navigate complexity, drive growth, and achieve sustainable excellence.

## **BILLEL BOUDIDA – FOUNDER & LEAD CERTIFIED CONSULTANT**

Certified Strategic Management Consultant | Founder & Lead Consultant, Danilyas

Empowering organizations to achieve sustainable success through clarity, efficiency, and measurable growth. With 20+ years of international experience, Billel leads Danilyas in delivering strategic solutions that blend local expertise with global best practices. He excels in corporate strategy, performance optimization, and large-scale transformation, driving tangible results for clients worldwide.

**Registrations & Credentials:** Our practice is built on a foundation of professional integrity and recognized methodologies. We are well-versed in international standards including ISO, Lean Six Sigma, Agile, and Balanced Scorecard frameworks.

**Global Reach:** While deeply rooted in Algeria and the MENA region, our perspective is global. We have successfully delivered projects across Europe, Africa, and the Middle East, adapting our solutions to diverse cultural and business environments.

**Multilingual Services:** We deliver seamless collaboration in English (EN), French (FR), and Arabic (AR).

## OUR METHODOLOGY: THE DANILYAS ADVANTAGE

We believe consulting must be actionable, measurable, and sustainable. Our proprietary 5-phase methodology ensures seamless execution from vision to value:

1. **Assessment:** Deep-dive diagnostics using advanced analytics to uncover root causes and opportunities.
2. **Strategy:** Co-creating robust, adaptive strategies aligned with your vision and market reality.
3. **Implementation:** Hands-on support to execute plans, manage change, and build capabilities.
4. **Monitoring:** Real-time tracking of KPIs through digital dashboards to ensure accountability.
5. **Continuous Improvement:** Embedding a culture of innovation and agility for long-term success.
6. **Core Tools & Frameworks:** SWOT, PESTLE, Balanced Scorecard, Lean Six Sigma, Agile Change Management, Predictive Analytics, Digital Dashboards, Scenario Planning, ISO Standards.

# THE 5 PILLARS OF EXCELLENCE

## PILLAR 1 – STRATEGY & BUSINESS PLANNING

Turning vision into measurable growth.

### 1. FUTUREREADY CORPORATE STRATEGY

- **The Challenge:** Many organizations rely on outdated strategies that fail to anticipate market disruption, digital transformation, and geopolitical uncertainty.
- **Our Solution:** We build a dynamic, evidence-based corporate strategy that adapts to rapid changes. Using predictive analytics, market intelligence, and scenario modeling, we design strategies that evolve with your industry.
- **Transformation Hook:** Unlike traditional consultants, we embed agility into your strategy, ensuring it adapts in real time to new challenges.
- **Deliverables:**
  - Industry & competitor benchmarking report
  - Scenario-based growth models (best, moderate, worst case)
  - Innovation & ecosystem partnership roadmap
  - Board-ready strategic playbook with KPIs
  - Monitoring & evaluation framework

### 2. INVESTOR READY & SUSTAINABLE BUSINESS PLAN

- **The Challenge:** Investors increasingly demand detailed, ESG-compliant business plans. Many organizations fail to meet these standards, limiting access to capital.
- **Our Solution:** We create investor-grade business plans that balance profitability with sustainability. Each plan includes detailed financial projections, market validation, and ESG milestones.
- **Transformation Hook:** We align your business plan with global investment trends, making it futureproof and investor-friendly.
- **Deliverables:**
  - Investor-grade business plan document
  - ESG integration framework
  - 5-year financial projections with sensitivity analysis
  - Market validation report
  - Investor pitch deck & presentation toolkit

### 3. SMART MARKET ENTRY & GROWTH ACCELERATOR

- **The Challenge:** Expanding into new markets is risky without local insights, proper risk analysis, or adaptive growth strategies.
- **Our Solution:** We design tailored market entry strategies backed by deep local knowledge, competitor research, and regulatory mapping.
- **Transformation Hook:** Our hybrid model combines local expertise with global best practices, ensuring your expansion is smooth and compliant.
- **Deliverables:**
  - Market opportunity assessment
  - Competitor landscape analysis
  - Risk assessment & mitigation plan
  - Regulatory compliance checklist
  - 90-day entry strategy roadmap

### 4. AI-POWERED MERGERS & ACQUISITIONS ADVISORY

- **The Challenge:** Up to 70% of M&A deals fail due to poor targeting, cultural misalignment, and weak integration.
- **Our Solution:** We use AI-powered predictive analytics to identify high-value opportunities and develop post-merger integration blueprints.
- **Transformation Hook:** Our advisory reduces failure risks by focusing on cultural, operational, and digital alignment from day one.
- **Deliverables:**
  - Target company analysis (financial, cultural, digital fit)
  - Predictive deal value models
  - Due diligence support package
  - 90-day integration playbook
  - Post-merger cultural alignment plan



## 5. DYNAMIC POSITIONING & RESILIENCE PLANNING

- **The Challenge:** Brands lose relevance when they fail to reposition during crises or evolving customer expectations.
- **Our Solution:** We design resilient positioning strategies that differentiate your brand while preparing for future disruptions.
- **Transformation Hook:** We go beyond branding — integrating resilience planning to safeguard market position even in crises.
- **Deliverables:**
  - Brand positioning framework
  - Value proposition redesign
  - Scenario-based resilience strategy
  - Competitive benchmarking dashboard
  - Communication & positioning toolkit

## 6. STRATEGIC BUSINESS ASSESSMENT CERTIFICATE

- **The Challenge:** Leaders often lack an independent, comprehensive view of their organization's strengths, weaknesses, and risks.
- **Our Solution:** We provide a certified assessment of your strategy, including internal and external factors, with clear recommendations.
- **Transformation Hook:** Unlike traditional reviews, our assessment provides certification that enhances credibility with investors and stakeholders.
- **Deliverables:**
  - Comprehensive strategy audit
  - SWOT & PESTLE analysis
  - Leadership & governance review
  - Certification of assessment findings
  - Roadmap for strategic realignment

## 7. SWOT & COMPETITIVE POSITIONING MATRIX

- **The Challenge:** Decisions made without clear competitive insight lead to wasted resources.
- **Our Solution:** We provide a full SWOT analysis combined with competitive positioning models.
- **Transformation Hook:** Our matrix integrates digital benchmarking tools, giving you real-time competitive intelligence.
- **Deliverables:**
  - SWOT & competitive positioning matrix
  - Opportunity & threat dashboard
  - Market trends analysis
  - Competitor benchmarking report
  - Strategic recommendations

## 8. STRATEGIC ROADMAP & IMPLEMENTATION FRAMEWORK

- **The Challenge:** Many strategies fail during execution because they lack clear roadmaps.
- **Our Solution:** We create actionable implementation frameworks that translate strategy into measurable steps.
- **Transformation Hook:** Our frameworks ensure accountability with milestone-based tracking and real-time monitoring tools.
- **Deliverables:**
  - Prioritized action plan
  - Milestone tracker dashboard
  - Resource allocation plan
  - Success measurement framework
  - Executive reporting toolkit

## PILLAR 2 – PERFORMANCE & OPERATIONAL EXCELLENCE

Driving efficiency, agility, and measurable results.

### 1. SMART KPIS & PREDICTIVE DASHBOARDS

- **The Challenge:** Many organizations track too many irrelevant metrics, making it impossible to measure true performance.
- **Our Solution:** We design SMART KPIs tailored to your strategic goals and integrate them into predictive dashboards for proactive monitoring.
- **Transformation Hook:** Our dashboards use AI-powered analytics to forecast issues before they become critical.
- **Deliverables:**
  - Tailored KPI framework aligned with strategy
  - Predictive analytics dashboard (real-time insights)
  - Automated reporting templates
  - Data visualization toolkit
  - Training for in-house teams

### 2. PERFORMANCE AUDIT & PREDICTIVE INSIGHTS

- **The Challenge:** Hidden inefficiencies can significantly reduce profitability and competitiveness.
- **Our Solution:** We conduct a comprehensive audit of performance processes and provide actionable insights.
- **Transformation Hook:** We use predictive analytics to uncover future risks and opportunities.
- **Deliverables:**
  - Full performance audit report
  - Gap analysis with benchmarks
  - Predictive insights dashboard
  - Operational improvement recommendations
  - Leadership debrief & action plan

### 3. LEAN-AGILE COST OPTIMIZATION

- **The Challenge:** Traditional cost-cutting methods reduce quality and slow growth.
- **Our Solution:** We apply Lean and Agile principles to optimize costs while maintaining capacity and innovation.
- **Transformation Hook:** Instead of cutting, we redesign processes for efficiency and sustainability.
- **Deliverables:**
  - Lean process redesign plan
  - Agile workflow mapping
  - Zero-based budgeting toolkit
  - Cost-saving opportunities dashboard
  - Implementation support program

### 4. BALANCED SCORECARD & ESG KPIS

- **The Challenge:** Many organizations measure only financial KPIs, ignoring ESG and stakeholder impact.
- **Our Solution:** We design a balanced scorecard that integrates financial, customer, internal process, and ESG KPIs.
- **Transformation Hook:** Our ESG integration ensures long-term sustainability and investor confidence.
- **Deliverables:**
  - Customized balanced scorecard
  - ESG metrics integration
  - Stakeholder value mapping
  - Monitoring dashboards
  - Leadership reporting package

## 5. PROCESS & CUSTOMER EXPERIENCE OPTIMIZATION

- **The Challenge:** Poor processes lead to inefficiencies, delays, and dissatisfied customers.
- **Our Solution:** We streamline internal processes and redesign the customer journey.
- **Transformation Hook:** We combine process excellence with customer-centric design for maximum impact.
- **Deliverables:**
  - End-to-end process mapping
  - Customer journey blueprint
  - Technology-enabled optimization tools
  - Training for process owners
  - Continuous improvement loop

## 6. OPERATIONAL EXCELLENCE AUDIT

- **The Challenge:** Without visibility, organizations cannot improve performance.
- **Our Solution:** We audit operations using international best practices to identify inefficiencies.
- **Transformation Hook:** Our audit provides a certified report for board-level decision-making.
- **Deliverables:**
  - Audit report with benchmarks
  - Gap analysis
  - Recommended improvement roadmap
  - Monitoring system setup
  - Certification of operational review

## 7. RESOURCE OPTIMIZATION PLAN

- **The Challenge:** Human and financial resources are often misallocated.
- **Our Solution:** We align talent, capital, and technology for maximum efficiency.
- **Transformation Hook:** We ensure resources are tied directly to strategic priorities.
- **Deliverables:**
  - Workforce alignment map
  - Resource allocation framework
  - Technology utilization assessment
  - Talent redeployment plan
  - ROI improvement tracker

## 8. CONTINUOUS IMPROVEMENT FRAMEWORK

- **The Challenge:** Without a system, improvement efforts fade over time.
- **Our Solution:** We install Kaizen and Six Sigma-based continuous improvement frameworks.
- **Transformation Hook:** We train internal teams to sustain improvement independently.
- **Deliverables:**
  - Continuous improvement framework
  - Employee-led innovation program
  - Improvement tracking dashboard
  - Coaching for team leaders
  - Sustainability assurance plan

## PILLAR 3 – CHANGE MANAGEMENT & TRANSFORMATION

Making transformation faster, smoother, and sustainable.

### 1. AGILE CHANGE MANAGEMENT OFFICE

- **The Challenge:** Change projects fail without a centralized approach.
- **Our Solution:** We establish a Change Management Office (CMO) with agile tools.
- **Transformation Hook:** Our CMO ensures organization-wide alignment and accountability.
- **Deliverables:**
  - CMO setup blueprint
  - Agile change framework
  - Stakeholder alignment plan
  - Change progress tracker
  - Executive reporting toolkit

### 2. CHANGE READINESS & IMPACT ANALYTICS

- **The Challenge:** Leaders underestimate resistance and risks.
- **Our Solution:** We measure readiness, analyze impact, and plan mitigation.
- **Transformation Hook:** Our analytics provide visibility into employee sentiment and risks.
- **Deliverables:**
  - Readiness assessment survey
  - Impact analytics report
  - Risk heatmap
  - Mitigation strategy toolkit
  - Leadership guidance notes

### 3. DIGITAL CHANGE COMMUNICATION & ENGAGEMENT

- **The Challenge:** Change fails when communication is unclear.
- **Our Solution:** We design multi-channel communication plans with digital engagement.
- **Transformation Hook:** We use storytelling and digital platforms to build trust.
- **Deliverables:**
  - Change communication strategy
  - Digital engagement toolkit
  - Leadership messaging package
  - Feedback loop mechanisms
  - Change adoption scorecard

### 4. CULTURE CHANGE & BEHAVIORAL ANALYTICS

- **The Challenge:** Culture clashes block transformation success.
- **Our Solution:** We assess culture, measure behaviors, and guide integration.
- **Transformation Hook:** We use behavioral analytics to track adoption in real time.
- **Deliverables:**
  - Cultural assessment report
  - Behavioral analytics dashboard
  - Integration plan
  - Culture workshops
  - Continuous monitoring



## 5. CHANGE LEADERSHIP BOOTCAMP

- **The Challenge:** Leaders lack skills to manage change effectively.
- **Our Solution:** We deliver leadership training and toolkits for change.
- **Transformation Hook:** We focus on practical leadership behaviors, not just theory.
- **Deliverables:**
  - Leadership competency assessment
  - Training modules
  - Executive coaching sessions
  - Change toolkit for leaders
  - Progress evaluation

## 6. ORGANIZATIONAL TRANSFORMATION ROADMAP

- **The Challenge:** Change loses momentum without clear milestones.
- **Our Solution:** We provide a phased transformation roadmap.
- **Transformation Hook:** Our roadmap balances ambition with practicality.
- **Deliverables:**
  - Phased roadmap with milestones
  - Change project prioritization
  - Success indicators
  - Reporting templates
  - Monitoring dashboards

## 7. STAKEHOLDER ENGAGEMENT STRATEGY

- **The Challenge:** Ignored stakeholders create opposition.
- **Our Solution:** We map stakeholders and develop tailored strategies.
- **Transformation Hook:** Our engagement ensures buy-in and cooperation.
- **Deliverables:**
  - Stakeholder influence map
  - Engagement strategy plan
  - Communication toolkit
  - Feedback systems
  - Engagement report

## 8. CHANGE TOOLKIT & RISK MITIGATION PLAN

- **The Challenge:** Employees lack tools to navigate change.
- **Our Solution:** We provide toolkits and risk mitigation frameworks.
- **Transformation Hook:** Our approach builds resilience and readiness.
- **Deliverables:**
  - Change management toolkit
  - Risk templates
  - Mitigation playbook
  - Employee training modules
  - Resilience plan

## PILLAR 4 – ORGANIZATION DESIGN & MANAGEMENT

Building structures and leadership for the future of work.

### 1. AGILE ORGANIZATION DESIGN

- **The Challenge:** Rigid structures slow down innovation.
- **Our Solution:** We redesign organizations for agility and flexibility.
- **Transformation Hook:** We create adaptive structures that evolve with the business.
- **Deliverables:**
  - Org structure redesign
  - Team alignment frameworks
  - Role clarity maps
  - Agile governance model
  - Implementation toolkit

### 2. SMART GOVERNANCE & POLICY

- **The Challenge:** Weak governance creates inefficiencies.
- **Our Solution:** We design governance systems aligned with compliance and strategy.
- **Transformation Hook:** Our governance integrates digital solutions for oversight.
- **Deliverables:**
  - Governance framework
  - Policy manuals
  - Compliance alignment tools
  - Digital governance dashboards
  - Accountability mapping

### 3. NEXTGEN LEADERSHIP PROGRAM

- **The Challenge:** Organizations lack future-ready leaders.
- **Our Solution:** We develop leadership pipelines with tailored training.
- **Transformation Hook:** Our program blends leadership skills with digital fluency.
- **Deliverables:**
  - Leadership assessment
  - Training modules
  - Coaching sessions
  - Succession planning framework
  - Leadership monitoring tools

### 4. PROCESS & NETWORK OPTIMIZATION

- **The Challenge:** Inefficient processes slow down collaboration.
- **Our Solution:** We streamline processes and strengthen networks.
- **Transformation Hook:** We connect process improvement with customer value.
- **Deliverables:**
  - Process mapping
  - Workflow redesign
  - Network collaboration plan
  - Technology optimization report
  - Performance improvement metrics

### 5. ORGANIZATIONAL HEALTH & CULTURE SCAN

- **The Challenge:** Low morale and toxic culture reduce productivity.
- **Our Solution:** We conduct health and culture scans with improvement strategies.
- **Transformation Hook:** We link organizational health directly to performance outcomes.
- **Deliverables:**
  - Health survey results
  - Culture assessment report
  - Improvement roadmap
  - Employee engagement toolkit
  - Monitoring framework

## 6. GOVERNANCE FRAMEWORKS & TALENT ALIGNMENT

- **The Challenge:** Talent and governance are often misaligned.
- **Our Solution:** We align governance with talent deployment.
- **Transformation Hook:** We integrate talent strategy into governance models.
- **Deliverables:**
  - Governance frameworks
  - Talent alignment map
  - Accountability tools
  - Reporting system
  - Talent optimization plan

## 7. LEADERSHIP & MANAGEMENT DEVELOPMENT PROGRAMS

- **The Challenge:** Managers lack the modern skills needed for effective leadership.
- **Our Solution:** We build tailored development programs for leaders.
- **Transformation Hook:** Our programs integrate soft skills with strategic leadership.
- **Deliverables:**
  - Leadership competency review
  - Training curriculum
  - Coaching modules
  - Simulation-based workshops
  - Evaluation and progress reports

## PILLAR 5 – QUALITY MANAGEMENT & ASSURANCE

Ensuring excellence, compliance, and continuous improvement.

### 1. DIGITAL ISO & QUALITY SYSTEM

- **The Challenge:** Manual quality systems are inefficient and error-prone.
- **Our Solution:** We install digital quality management systems aligned with ISO standards
- **Transformation Hook:** Our QMS leverages automation and predictive insights.
- **Deliverables:**
  - Digital QMS design
  - ISO standard alignment plan
  - Automated reporting templates
  - Quality dashboards
  - Certification readiness support

### 2. SMART QMS & PREDICTIVE ANALYTICS

- **The Challenge:** Quality failures are often detected too late.
- **Our Solution:** We integrate predictive analytics into QMS.
- **Transformation Hook:** Our QMS predicts failures before they occur.
- **Deliverables:**
  - Predictive analytics integration
  - Risk-based monitoring tools
  - Automated CAPA workflows
  - Training for internal teams
  - Continuous improvement metrics

### 3. AUDIT & AUTOMATED COMPLIANCE

- **The Challenge:** Traditional audits are time-consuming and costly.
- **Our Solution:** We provide automated compliance audits.
- **Transformation Hook:** Our digital audit system reduces cost and time by 40%.
- **Deliverables:**
  - Automated compliance checks
  - Digital audit trails
  - ISO compliance documentation
  - Corrective action plan
  - Executive compliance reports

#### 4. INTEGRATED RISK & QUALITY MAPPING

- **The Challenge:** Risk management and quality often operate in silos.
- **Our Solution:** We integrate risk and quality into one framework.
- **Transformation Hook:** Our model creates synergy between risk and quality systems.
- **Deliverables:**
  - Integrated risk-quality framework
  - Risk heatmaps
  - Corrective action planning
  - Monitoring dashboard
  - Review templates

#### 5. CONTINUOUS IMPROVEMENT ACCELERATOR

- **The Challenge:** Improvement initiatives often fade without structure.
- **Our Solution:** We install continuous improvement accelerators in organizations.
- **Transformation Hook:** We turn improvement into a culture, not a project.
- **Deliverables:**
  - Improvement framework
  - Employee-led innovation program
  - Progress tracking dashboards
  - Training modules
  - Performance improvement reviews

#### 6. ISO CERTIFICATION READINESS & INTERNAL AUDIT

- **The Challenge:** Companies struggle with ISO preparation.
- **Our Solution:** We prepare organizations for certification through mock audits.
- **Transformation Hook:** Our approach increases certification success rates.
- **Deliverables:**
  - Pre-certification audits
  - Documentation review
  - Corrective action planning
  - Internal audit program
  - Certification readiness scorecard

## 7. CORRECTIVE & PREVENTIVE ACTION (CAPA) SYSTEMS

- **The Challenge:** Problems repeat when root causes are ignored.
- **Our Solution:** We design CAPA systems to eliminate recurring issues.
- **Transformation Hook:** Our systems are proactive, preventing future errors.
- **Deliverables:**
  - CAPA framework
  - Root cause analysis toolkit
  - Corrective & preventive workflows
  - Monitoring dashboard
  - Continuous improvement feedback loop

## WHY CHOOSE DANILYAS?

**Evidence-Based Consulting:** We don't offer opinions; we deliver data-driven strategies with clear KPIs and measurable ROI.

**Proven Track Record:** Our expertise is validated by successful projects across Algeria, the MENA region, and Europe for clients in energy, manufacturing, telecom, finance, education public sectors and many others.

**Integrated Approach:** We connect strategy with operations, change management, and quality, ensuring no pillar of your organization is left behind.

**Multilingual & Multicultural:** We communicate effectively in your language and understand the nuances of your business culture.

## OUR ENGAGEMENT PROCESS

- Step 1: Free Assessment – A discovery call to understand your challenges and objectives.
- Step 2: Diagnostic & Proposal – A detailed assessment leading to a scoped proposal with objectives, timeline, and investment.
- Step 3: Strategy & Implementation – Co-creation of solutions and hands-on execution support.
- Step 4: Monitoring & Continuous Support – Tracking results and ensuring long-term sustainability of the improvements.

## CONTACT INFORMATION

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Let's build your future, together.