In our opinion, there are five fundamental components that underpin launch excellence



1

Robust Ambition & Strategy

Where to play and how to win, grounded in deep insights that differentiate you from competitors and deliver value.



2

Fit-for-Purpose Launch Process & Governance

Stage-gates, decision forums, and launch routines tailored by launch priority and archetype executed consistently to drive brand, market, and organizational readiness.



3

Winning Organizational Culture & Alignment

The standards and behaviors that enable global-to-local alignment and empowerment and drive continuous improvement and competitive advantage.



4

Launch-Ready Capabilities & Team Effectiveness

The organizational skills, experience, and cross-functional ways of working needed to deliver launch ambition and impact across brands and markets.



5

Timely, Right Sized Go-to-Market Model

The resources, investment, and infrastructure in place and scaled at the right time to match launch priority and archetype, enabling effective adoption and timely course correction to deliver results.