STRATIFIER · INSIGHTS

The problems Stratifier solves

With a Certified Stratifier · stratifier.nextrockadvisors.com

STRATEGY AND DIRECTION

- **No written strategy, or one stuck in a binder**
  Strategy is built step by step (assessment, SWOT, market, competitors) and turned into living dashboards.
- **Decisions made on gut feel**
  Business cases show NPV, ROI and payback, adjusted for risk.
- **No clear view of the market or competitors**
  Market Intelligence and Competitive Analysis turn research into threat scores and head-to-head comparisons.
- **Customers' real opinions are unknown**
  Voice of Customer surveys capture and compare feedback year over year.

EXECUTION AND ACCOUNTABILITY

- **Priorities that never get finished**
  Quarterly priorities with owners, milestones and progress tracked every week.
- **Meetings that drift**
  Structured weekly meetings with scorecards, issues, to-dos, ratings and one-click send-to-meeting.
- **No one knows who owns what**
  Clear seats, roles and a Team Activity dashboard show who is moving work forward.
- **Annual and quarterly planning is painful**
  Guided quarterly reviews and a two-day annual planning playbook with prep portals.

FUNCTIONAL EXPERTISE

- **No CMO, CRO or CHRO on staff**
  70+ marketing, sales and HR tools produce professional work in minutes.
- **Weak digital presence**
  Digital brand, SEO and AI-search visibility assessments with clear fixes.
- **HR policies and people processes are ad hoc**
  CHRO toolbox for job descriptions, reviews, onboarding and policies.

OWNER AND ENTERPRISE

- **The business depends too much on the owner**
  Owner Dependency Score and de-risking initiatives build a company that runs without you.
- **Multiple units with no combined view**
  Holding company and shared-services dashboards roll up strategy and priorities.
- **Consultant help ends when the visit ends**
  A Certified Stratifier coaches inside the same system, so progress continues between sessions.

© 2026 NextRock Advisors · Stratifier

Growth at a fraction of the cost

With a Certified Stratifier · stratifier.nextrockadvisors.com

HOW IT ENABLES GROWTH

1. Faster execution: priorities get done each quarter instead of rolling over.
2. More revenue from a sharper market position and stronger visibility in search and AI answers.
3. Better capital decisions: invest in the initiatives with the best risk-adjusted return.
4. Owners get time back, and the company is worth more as it relies less on them.
5. Executive-level skill across every function without hiring an executive team.
6. A repeatable operating system that keeps working between consultant visits.

THE ALTERNATIVES

Alternative	Typical cost
Strategy consulting firm	$50k–$250k+ per engagement
Full-time CMO, CRO and CHRO	$450k–$750k+ per year in salaries
Fractional executives (each)	$5k–$15k per month
Separate meeting, survey, SEO and research software	$10k–$40k+ per year combined
Do nothing	Missed growth and lower company value

One platform. One expert. A fraction of the cost.

Strategy, execution and functional expertise together with a Certified Stratifier.
Find a Stratifier at stratifier.nextrockadvisors.com

Cost ranges are typical U.S. market estimates for comparison only; actual costs and results vary.

© 2026 NextRock Advisors · Stratifier