

sequence

Get to know us

Sequence is a boutique strategy consulting firm founded in 2002 to meet clients' need to translate strategy into action. We are privately held and woman-owned, and have enjoyed strong growth in our client base and business results since our inception. Headquartered in Chicago, we serve clients nationwide.

Our clients include some of the world's largest not-for-profits and associations, as well as leading organizations in advertising, manufacturing, banking and other industries.

Our goal is to help clients clarify their vision, build capabilities and develop actionable plans. We most often work with complex organizations, creating successful strategies and tactics to execute them more effectively.

"Sequence is about planning and strategy at the implementation level, the customer experience level and the operational level. This is where a lot of people need help and that help is hard to find."

—VP, Sequence Client

How we can help

Sequence will be your partner every step of the way, and can help guide you in these critical areas:

Evaluation. Sequence can analyze your business, assess your capabilities and identify the issues and opportunities.

Insight. We'll research benchmarks and best practices to highlight strengths and weaknesses, and find new alternatives.

Strategy. Our team can identify new systems, processes, governance and organizational structures that better align with your strategy and are more capable of delivering.

Planning. Our firm will define clear, specific and actionable roadmaps for implementation and strategic change.

Execution. Sequence will drive ongoing decisions and communications to help maintain progress.

"I look for Sequence's help when I have a really tough puzzle and I need a solid recommendation at the end that is actionable."

—VP, Sequence Client

Success Story

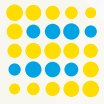
AARP improved satisfaction, reduced their costs and increased the membership value of their 40 million subscribers, all by aligning the member experience with member expectations.



Success Story

The Make-A-Wish foundation was able to reach more kids in need more efficiently so they could grant more wishes. This important success came from reengineering their core business process.





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Reap the benefits

Through working with Sequence, your business can transform many areas to achieve positive results. For example, you'll:

Drive solutions quickly with a non-traditional approach

Foster consensus through thoughtful discussion

Simplify complex issues into manageable parts

Get to the "how" with clear, strategic thinking

Develop actionable plans and processes

See what sets us apart

Sequence stands out for the results we deliver—and the way we deliver them.

Real thought partners. You'll see thoughtful, original ideas come from a rigorous process of engaging you and delving into your challenges.

Great results, faster. You'll get high-quality work with efficiency because our teams are small and nimble.

Truly tailored solutions. You face unique challenges—and we'll deliver one-of-a-kind solutions to help solve them.

Flexible and practical. We understand your culture and the realities you face.

Easy to work with. You'll be a true partner, and we'll strive to do great work with a minimum of handholding.

Smart and approachable. We are people who clients like to work with.

"I would recommend Sequence to a company if they are looking for a non-traditional approach to solving problems."

—General Manager, Sequence Client

You'll be in good company

We're proud to count among our clients:

AARP | Citi® | AT&T® | Make a Wish® | American Chemical Society
Euro RSCG | The American Institute of Architects | Case IH | Bayer

Success Story

The American Institute of Architects closely linked their online initiatives with high-level strategies for far greater impact. Creating a highly aligned governance structure made it all possible.



Success Story

New thinking and better customer loyalty were the result of a visionary new customer loyalty framework, which was developed using insights from widely different industries.

