



ClarusTM

In December 2006 Clarus was a fledgling company, being driven enthusiastically by founder Edwin Dando. Edwin had recently relocated back to Christchurch from Auckland and identified a viable gap in the market for a specialist IT firm with a difference: providing Hand Picked Project People (acquired by Clarus through a referral only network) to companies needing contractors to run large and complex IT projects.

With plans for rapid expansion, Edwin quickly realised that, in order to manage the growth of Clarus effectively, he needed to think strategically and be very focused from the outset.

Edwin worked with **Strategic Solutions International Ltd** to develop a vision, mission, values, longer term strategic objectives as well as one year actions.

“The results delivered through the Opportune™ strategic planning toolkit speak for themselves; I now have a very solid platform on which future growth will be based and I am executing my business plans with confidence, taking the long term view that implementing my strategy, rather than reacting to changing market conditions and competition, will provide the best for both Clarus and our clients.”

*Edwin Dando,
Managing Director*

Six months later, Edwin had already completed all his one year actions. It was at this point that he returned to **Strategic Solutions International Ltd** with his

senior team, which had grown to four, to review Clarus' progress against the strategic plan, and plan for the next stage of growth.

It is now almost two years on and Clarus has continued to experience rapid growth. Clarus now has two divisions, Clarus Consulting and Clarus People. At the heart of Clarus is a living strategic plan that is regularly reviewed by the senior team, and provides a framework for the company direction and decision making.

“Not only did Strategic Solutions provide vital support to Clarus in the early stages of growth, but SSI instilled the strategic thinking skills in the senior team that has been the centre point for our company direction. “