Executive Summary

## The Omega Project Consulting ServiceFebruary 2018

|  |  |
| --- | --- |
| **About The Omega project**  | **The Omega Project** consulting is an innovative management and digital transformation consulting firm, created to serve organizations and businesses worldwide. Our mission is to improve the quality of the corporate management and overall profitability by helping organizations achieve their full potential with digital technologies. As a social entrepreneurial venture, we are blending international development experience with private sector management consulting expertise to solve some of the world’s most critical challenges. |

|  |  |
| --- | --- |
| **What We Do** | We offer these types of services to our clients:1. Management consulting services to improve the way organizations work;
2. Coordination services to improve the way organizations work together;
3. Business plans evaluation and expertise;
4. Marketing planning and expertise, supervision;
5. Corporate budgeting implementation & development of a set of procedures for a company’s budget planning and operating;
6. Web / Digital services / SEO / advertising and promotion, eCommerce;
7. Marketing outsourcing and coordination.**Please contact us for details and specific requirements.**
 |

|  |  |
| --- | --- |
| **Our Coordination Services** | The Omega project’s unique methodology and set of tools was a large reason for the success of the coordination system. Taken together, our coordination service includes:1. **Professionally Facilitated Meetings**

We facilitate a series of coordination meetings around sector objectives and we provide a set of tools for hosting effective meetings.1. **An Information Management System**

We custom design an information management system for each context or sector that links projects and activities to overall beneficiary needs and strategic objectives. 1. **A well trained coordination team**

We assemble and train a team of national professionals to manage a coordination system, providing them with the needed tools, skills and approaches.1. **Leadership Coaching**

We provide individual coaching to leaders of the coordination system on vision & strategy, coordination system management, and how to run effective meetings.1. **Community Participation**

We work with sector leaders to get all of the key stakeholders engaged in the coordination system and to generate adequate funding for maintaining a robust coordination system. |

|  |  |
| --- | --- |
| **What makes our approach unique?** | Our approach stands out for several reasons:It is **high leverage**. By focusing on a critical leverage point in the system – coordination – our interventions can positively impact overall functional quality.It is **innovative**. Our approach to coordination originates from a deep understanding of how you generate a sense community and get people motivated to achieve common goals. It then uses skills and experience from diverse disciplines, including management, leadership practice, information technology and international development, to make it happen. Examples of applying this combination to international development are rare.It is **sustainable**. We focus upon putting in place the elements for an effective coordination system, including the training and tools to be self-sustaining. Once the system is in place, it can be managed for years with minimal additional inputs and resources requirements. This makes it one of the most cost effective interventions in international development.It is **scalable**. Because the coordination is such a chronic challenge and the needs are virtually identical in each context, the methodology and technology can be easily transferred from one context to another. In addition, it becomes increasingly easy to transfer information between sectors and between countries, thus creating the foundation for a large scale infrastructure for improving aid effectiveness. |

|  |  |
| --- | --- |
| **Who We Are** |  **Alex Tsvetochkin**, CEO and Co-Founder <https://www.linkedin.com/in/1asiamarketing/>An experienced senior executive and strategic thinker, working at the leading edge of digital marketing, Innovation and value creation with an Asia Pacific focus. Extensive working knowledge and experience in South East Asia, China, South Asia, Russia and the MENA regions across many project disciplines. He is a recognized leader in the fields of company management and transformation, as well as in digital marketing. |

 Read more on the Omega project at the website @ <https://theOmega.asia>