



SET Consultancy

Strategic Execution & Transformation

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ABOUT US

At SET, we focus on simplifying strategic execution and turning intent into measurable results. By supporting proven change management methodologies, we help organizations move from planning to action with clarity and confidence.

Most importantly, we believe that how strategy is set up matters as much as how it is delivered. Clear planning, ownership, and alignment are critical to keeping commitments, sustaining momentum, and driving disciplined execution that ultimately realizes business benefits.



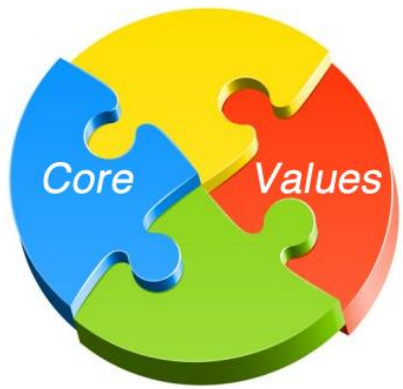
Owned & Operated

- With over 20 years of leadership experience, passionate and driven leader in the transformation and change field. Graduated from University of Pittsburgh-Johnstown with a Bachelor of Arts in Business Management.
- Different positions held across multiple Healthcare Operations (non-clinical) and over 7 years in global corporate EPMO space. Very strong background in strategic execution, organizations transformation, change management, and am committed to delivering transformational outcomes.
- With a global portfolio background, brings a diverse lens to how business accomplishes change. The true beginning of change is in the heart, not the mind.
- **SET Consultancy** is operated out of Austin, TX supporting business coaching in the US and internationally
- In Brandon's personal time, he spends time with his wife & 2 children. Coaching & playing sports, exploring new dining experiences, and seeing the beautiful diversity the world has to offer!



BRANDON STAPLETON





OUR CORE VALUES

- **Accountability for Outcomes**
We own results, not just recommendations. Success is measured by what gets delivered, sustained, and realized
- **Clarity Over Complexity**
We simplify strategy into clear priorities, roles, and plans that teams can execute
- **Disciplined Execution**
We believe commitments matter. Progress is driven through rigor, cadence, and relentless follow-through
- **Transparency and Trust**
We communicate openly about risks, trade-offs, and progress to build credibility and confidence at every level
- **People-Centered Change**
We respect that execution happens through people, valuing engagement, readiness, and adoption as critical success factors
- **True Partnership**
We work alongside our clients as collaborators, building capability and ownership rather than long-term dependency



OPERATING MODEL

Simple Foundation...

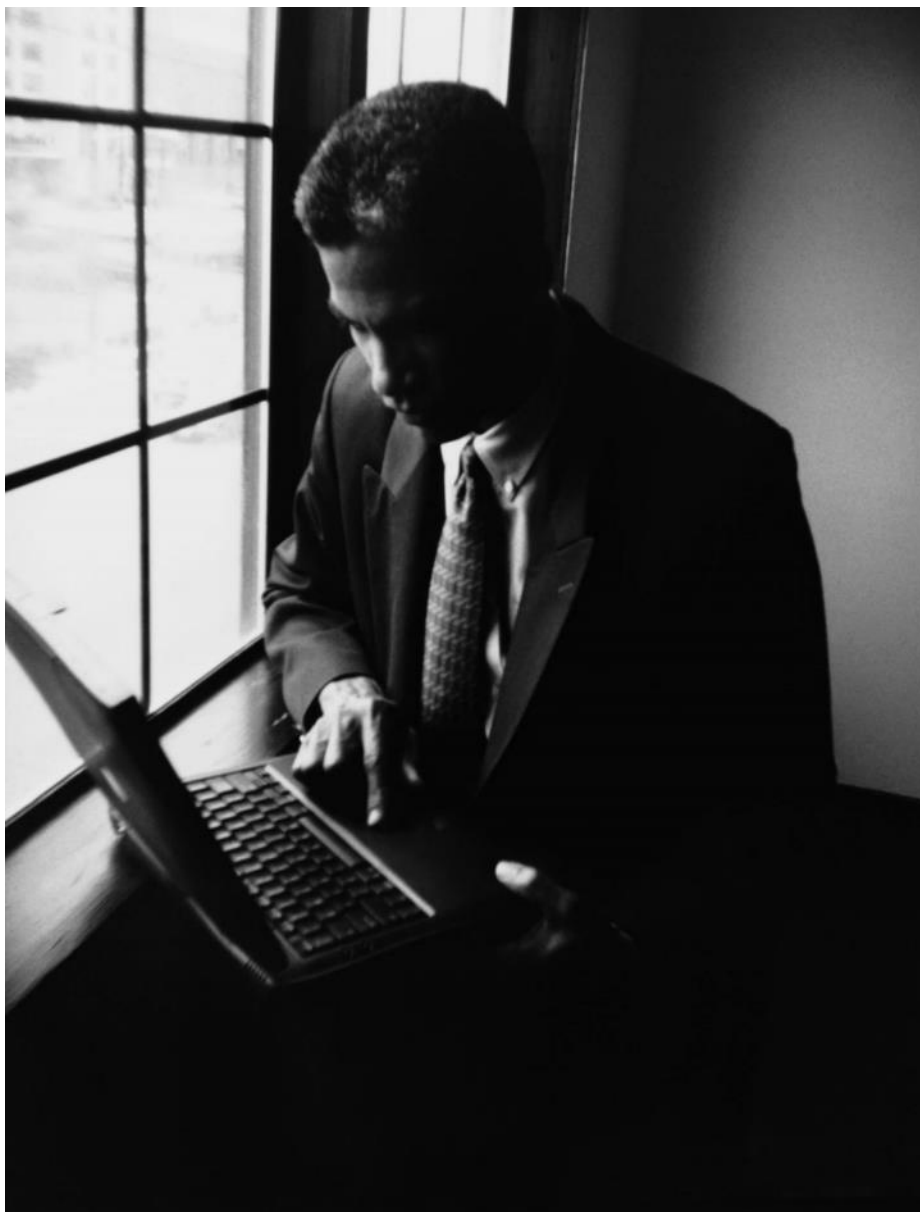


Aligned with New Ways of Working...



Embracing the people side to adopt change quickly...





APPROACH & OFFERS

CONSULTING

Personalized coaching for businesses needing expert advice, assisting in refining their strategies for successful transformations

STRATEGIC VISION

Our strategic planning services center on aligning your goals with actionable steps. We empower teams to visualize their future and devise clear pathways.

WORKSHOPS

Our workshops are designed to equip teams with essential tools for navigating changes. Together, we foster a culture of continuous improvement and adaptability.



Just to name a few...

INDUSTRY FOCUS



Education



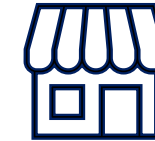
Energy



Automotive



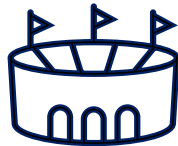
Hospitality



Retail



Entertainment



Sports & Leisure



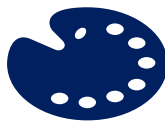
Healthcare



Bar & Dining



Tourism



Arts



Supply Chain
Logistics



Airlines



Public Transportation

BENEFITS

Speed & Agility

One man band – strong alignment & accountability

True partnership mindset: you win, we win!

Execution over Theory



BENEFITS





Your Business

Your Life

Your Future

Thank you for the consideration!

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