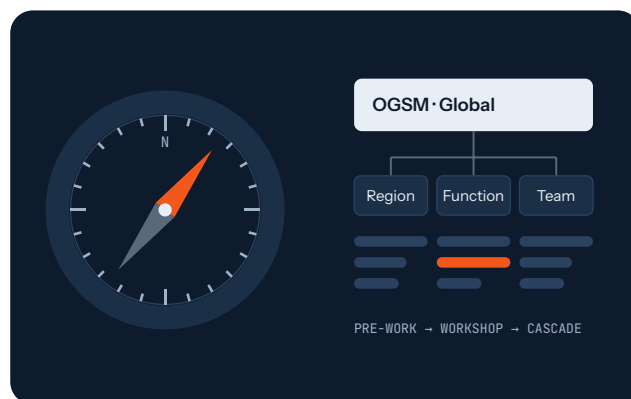


Koersly guides a leadership team and every department to one agreed one-page strategy (OGSM). Online pre-work, a facilitation panel, face-to-face workshops and a cascade with commitments between departments run on one platform. Up to 16 AI options along the journey do the synthesis. People make every decision.



Strategy stops one level below the top

"Our strategy lives in a deck nobody reads."

9% of the time managers can rely on other functions, against 84% on their own line (HBR, 2015)

51% → 22% alignment drop from the top team to one level down (Sull et al., 2018)

Days of office time spent chasing pre-work and merging input (our estimate)

The method is the product

- ✓ One flow from pre-work to department commitments

- ✓ Anonymity designed in, locked at the first answer

- ✓ Monthly tracking and a PowerPoint deck on the same platform

An anonymity threshold of five by default, locked at the first answer. AI only summarises above it.



AI never decides, votes or assesses individuals. People own every choice in the strategy.



A separate database per customer organisation, role-based access, and every AI call logged against a monthly cap.

WHO IT IS FOR

CHANNEL PARTNER

For strategy consultancies and facilitators reselling Koersly, co-branded

Run every client journey without Excel and chasers

- A Partner plan built for consultants: one platform fee plus a fee per client journey.
- Monthly tracking keeps you in the client's rhythm long after the workshop.
- A live product, so no build risk. Templates and an AI designer fit your approach.

GROWING FIRM

For mid-sized companies and boutique strategy facilitators

A complete strategy process without a strategy office

- Design a leadership or cascade journey from a template or a short brief.
- Participants answer 20 to 40 minute rounds online, typing or dictating.
- AI drafts the next page version. You accept or reject it section by section.

ENTERPRISE & LARGE CONSULTANCY

For multinational ExCos and large consultancies

One strategy, cascaded to every department and region

- Each department builds its own OGSM page, linked to company strategies by an X-matrix.
- Need cards and a commitments register make dependencies explicit, with named owners.
- A dedicated database per organisation, five roles, AI switches and a monthly AI cap.

HOW IT WORKS

01

Design

Pick a template or write a brief. AI drafts the journey: steps, dates, texts, workshop run sheets and candidate goals.

02

Pre-work

Participants answer short online rounds. AI coaches answers privately and summarises each round, only above the anonymity threshold.

03

Workshop

Run agenda, votes and a notes wall from the panel, in the room or in Teams. Upload the transcript and AI proposes the next page.

04

Cascade

Departments build their own OGSM pages, send need cards to each other and name owners. A quality coach checks every page.

05

Track

Freeze the OGSM. Leads report plan against actual each month or quarter, by form or Excel, and status rolls up to company level.

WHAT YOU GET

01

Journey builder

Templates and an AI designer schedule every step, window and text. Everything stays editable.

02

Online pre-work

Rating, 100-point, pick and open questions, with autosave and voice dictation.

03

Live facilitation panel

A stage window for projector or Teams, live votes and a notes wall on phones.

04

Cascade and commitments

Need cards, a commitments register, themes and an X-matrix linking every page.

05

Tracking dashboard

Plan against actual per measure, suggested status, roll-up and a full PowerPoint deck.

06

AI suite

Propose, Refine, Design, Summary and Quality coach, with a memory of earlier decisions.

COMMERCIALS

PRICING

Annual subscription per organisation in Team, Company and Enterprise packages, plus a Partner plan priced per client journey. AI runs on your own model key or on Khaya Credits.

HOW TO START

Book a 30-minute demo, then run a pilot journey with one team. Extend to the full cascade and monthly tracking from there.

AVAILABILITY

Live at koersly.nl. Works in the browser and on phones, with Teams for remote sessions. Single sign-on is on the roadmap.