

Who is Periphass?

A global change advocacy practice that helps organisations identify opportunities for meaningful improvement, build evidence-based cases for change and facilitate informed executive conversations between organisations that can benefit from working together.



- 1** Senior executive leaders are the primary audience
- 2** Data-led and research-led process
- 3** Mutual value mandatory for engagement
- 4** Global and multi-sector support since 2012

PURPOSE

Helping organisations engage around meaningful change.

Periphas was built on the view that meaningful organisational change rarely begins with unsolicited sales activity. It begins when leaders recognise a challenge, an opportunity or an emerging pressure and engage in informed dialogue about possible responses.

That is why Periphas combines research, value-based content, strategic engagement and executive preparation into one connected approach. The aim is to identify where change may create measurable value, explain why it matters, connect relevant expertise with organisational need and support constructive conversations focused on outcomes rather than products.

WHAT WE DO

A modular practice built around change identification and executive engagement.

Periphas supports organisations with contextual research, independent value-based reports and calculators, executive briefing materials, engagement programmes and preparation for senior conversations. The company acts as an independent research, briefing and engagement practice that helps organisations evaluate opportunities, challenges and potential solutions in a structured and evidence-based way.

Across those services, the same logic applies: research first, validate the case, establish mutual relevance and only proceed where there is a credible reason for organisations to engage with one another.

CLIENT BENEFIT

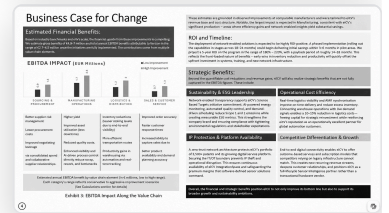
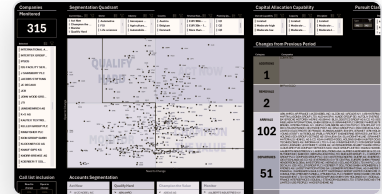
More relevant engagement and better-informed decisions.

Clients use Periphas to focus resources where evidence suggests meaningful value can be created, while the organisations approached benefit from receiving relevant, researched and context-specific perspectives rather than generic commercial approaches.

The result is a more disciplined and transparent way to connect organisations around initiatives that have the potential to deliver measurable business outcomes.

Periphas helps organisations move from “should we talk?” to “what value could we create together?”

PERIPHAS PRINCIPLE



HOW PERIPHAS WORKS

A connected operating model.

Periphas starts with research and target guidance. Organisations are evaluated through change signals and the Culture, Strategy and Capital framework so that engagement is focused where there is evidence that change may create meaningful value.

It then builds the evidence base through industry benchmarks, company-specific reports, cases for change and value calculators that connect organisational priorities to quantified business outcomes.

That material informs strategic engagement: bespoke communications, validated access routes and carefully managed outreach designed to facilitate informed conversations between senior decision-makers and organisations capable of helping them address relevant challenges or opportunities.

Finally, participants are supported with briefing materials, preparation sessions and selective coaching so that valuable introductions become productive discussions and, where appropriate, well-defined transformation initiatives.

What distinguishes the company.

R

Research-led

Periphas engagements are grounded in researched briefs, analytical validation and a clear rationale for why a conversation may be valuable to all parties involved.

P

Peer-level

Communications are independent peer perspectives focused on business outcomes rather than product promotion and delivered in the language spoken at executive level.

M

Modular

The company combines research, content, engagement and coaching as modular services to support finding, evaluating and pursuing meaningful change initiatives.

50%

**MORE EFFECTIVE
TARGETING**

Focusing engagement where evidence suggests meaningful mutual value.

3000+

**EXECUTIVE DIALOGUES
ENABLED**

Facilitating conversations around strategic priorities and transformation.

70%+

**INTRODUCTIONS
TURNED TO ACTION**

Igniting talks that evolve into funded programmes and measurable results.

Global coverage with senior commercial experience.

Coverage

Operating across Europe, North America and Asia Pacific, supporting organisations across more than 30 countries and over 20 industries.

Team

Executive advisors with decades of experience in transformation, technology, operations and executive engagement.

“The water sector is notoriously difficult to penetrate at a C-level, especially for a challenger brand in a highly regulated market. Periphias was far more than just a door opener – they built custom report content that framed our discussions in exactly the right way, ensuring we entered each meeting with credibility and strategic relevance. Their approach was meticulously optimised, from pre-meeting briefings to in-room execution, ensuring that every interaction was consultative rather than sales-driven. This was key to securing engagement at the highest levels and building a strong pipeline in record time.”

Rob Passmore, CEO & Founder, Additive Catchments

“...fundamentally changed the way we engage with our target customers. It has allowed us to position Verizon as relevant to the C-Suite and directly engage in discussions focused on their business challenges and desired outcomes. The positive response to the programme from our target customers' C-suite and their willingness to engage has exceeded our highest expectations.”

Managing Client Partner (Sales Director), Global Telecom Provider