

Robert Picauly Advisory

Capabilities statement

From analysis to decision: explicit choices, sharper risks, clearer accountability and better execution

Positioning

Robert Picauly Advisory helps organizations and investors make choices, assumptions, risks and responsibilities explicit. The focus is on situations where strategy, governance, investments and execution come together, and where more analysis does not automatically lead to better decisions.

The distinctive role is not to add more analysis, but to identify where analysis no longer converts into choice - and to structure the moment where an accountable decision can be taken.

Domains

Domain	Problem for which clients come to Robert Picauly Advisory
Decision Clarity	Decisions remain stuck because the real choice remains implicit.
Business Case Readiness	Business cases appear financially logical, but are not yet approval-ready.
Cross-Silo Value Creation	Value creation is blocked between strategy, finance, operations, commercial teams and governance.
Investment & Governance Advisory	Capital, risk, ownership and execution must come together in a defensible decision.

Typical clients and counterparts

- CEO, CFO, COO, executive team or board.
- Head of Strategy, Program Director or Transformation Lead.
- Investment Director, PE Partner or Operating Partner.
- Board, investment committee, fund board or sponsor.
- Business unit leadership or corporate development.

Working method

The working method is compact and decision-oriented. Each engagement starts with a concrete moment of friction: a recurring meeting, an approval moment, an investment decision, a board update or a value creation problem.

Step	Core question
1. Friction	Where is decision-making or execution stuck?
2. Choice	What actually needs to be decided?
3. Risk	Which risks change the choice?
4. Ownership	Who decides, who executes, who carries accountability?
5. Output	Which memo, pack or agenda makes the decision possible?

Typical outputs

- Decision Clarity Map.
- Business Case Decision Readiness Memo.
- Board / IC Decision Pack.
- Cross-Silo Value Creation Memo.
- Risk, ownership and execution frame.

When to get in touch

When a decision is important but not yet decision-ready; when a business case looks logical but approval remains uncertain; or when strategy is clear but value creation is blocked in execution and governance.

For this type of problem, Robert Picauly Advisory is the right place: analysis is present, but choice, risk, ownership and execution need to be made decision-ready.