



Celebrating a decade of Strategy& consulting excellence

In 2022, Strategy& launched in the West Market Area, including Nigeria and Ghana, with the appointment of Olusegun Zaccheaus as Partner and West Africa Lead Strategy&, PwC Nigeria.

Globally, the company launched in 2014 when Booz & Company became part of the PwC network, joining forces to create a new kind of consulting business – one that combines a century of strategic expertise with the technology and scale to make strategy real.

Since its entry in the region, Strategy& has made active inroads and gathered a good portfolio of clients. As the firm celebrates a decade of global strategy consulting excellence, **Olusegun Zaccheaus, Strategy& Lead for West Africa**, shares insights into the firm's journey, achievements, and future plans.



Olusegun Zaccheaus,
Strategy& Lead for
West Africa

Congratulations on Strategy&'s 10th anniversary! Can you tell us what reaching this milestone means to you?

Thank you. Our story extends far beyond this milestone, and spans over a hundred years. As we celebrate ten years of the Strategy& brand, we're also proudly celebrating our unique heritage. A legacy that combines more than a century of strategic consulting expertise with the technology and scale to make strategy real. This heritage signifies our wealth of experience, which drives our pragmatic approach to helping our clients forge a clear path from today's potential to tomorrow's promise.

This is why we're trailblazers of several management concepts. At the beginning of the 20th century, our company was the pioneer in establishing the terms "management consulting" and "supply chain management". Even today, this pioneering spirit continues to inspire us here, in West Africa. That's why we benchmark ourselves daily against the highest global standards and our own rich history to constantly push boundaries and deliver impactful solutions.

This tenth anniversary is also a chance to celebrate our achievements globally, including Nigeria, while reaffirming our commitment to innovate and deliver big for our clients.

For me, leading the Strategy& team in West Africa has been incredibly exciting. I'm thrilled to be part of this global network, collaborating with colleagues globally to deliver exceptional results for our stakeholders.



Can you elaborate on the relationship between Strategy& and PwC?

Our journey started in 2014 with PwC's acquisition of Booz & Company, a global leader in strategic consulting. This merger bore a new kind of consulting business--called Strategy&. This unique relationship means that we combine our strategy expertise, dating back to Strategy&'s founding in 1918, with PwC's vast resources, technology and scale.

The name, Strategy&, signifies what Booz & Company brought to the PwC network: the ability to support the shaping of corporate and other strategies, and to help clients translate this advice into tangible actions. It is what we call a strategy-to-execution approach, and is one that is based on a 100-year consultancy legacy.

In 2022, recognising the need to be where our clients are, we launched Strategy& in West Africa, with my direct admission into the PwC Nigeria partnership. This brings the total number of Strategy& consultants across Africa to over 70.

What are the trends shaping the economic outlook for West Africa?

The economic outlook for West Africa appears positive, with several countries poised for significant growth in 2024. This informs the IMF's projection that five of the fastest growing economies in 2024 will emerge from the region.

There are several key trends shaping the region's future including:
Firstly, West Africa's growth is projected to exceed the global average. AfDB forecasts a strong 4% regional growth in 2024, fueled by high commodity prices and led by Niger, Senegal, and Cote d'Ivoire.

Secondly, public debt ratios are expected to stabilise, attracting renewed investor interest due to progress in fiscal consolidation efforts.

Thirdly, inflation will ease in most countries, but some (like Nigeria and Ghana) may face lingering double-digit figures.
We also expect the political landscape to be mixed, regarding socio-political stability. Successful transitions of power in countries like Senegal offer hope, while others like Niger face continued military rule, impacting regional perception.

Finally, rising foreign direct investment in 2024 reflects investor confidence in West Africa's improving economic situation.

Beyond these broad trends, specific sectors like finance in Nigeria and ICT in Ghana are poised for significant growth. By understanding these trends, businesses can position themselves for success in West Africa's dynamic economic landscape.

Can you share how Strategy&'s unique approach helps West African businesses win in the market?

We believe in "strategy, made real." Our pragmatic approach builds trust with everyone, from boardrooms to employees. We focus on working with our clients, not just working for them. This ensures our impact extends beyond strategic planning to seeing results being implemented, and winning in the market.

What sets us apart is the many things we can achieve by combining our capabilities within PwC. Developing the right strategy depends on a deep understanding of your organisation's competitive advantage, as well as the macroenvironment.

A winning strategy will leverage your strengths in capitalising on opportunities, and navigating the challenges presented by political, economic, sociological, technological, legal, and environmental factors. Unlike other consulting firms, Strategy& is uniquely positioned to help businesses thrive within the wider regulatory environment.

This is because we're able to leverage the vast network and resources of PwC, drawing on the expertise of seasoned professionals across taxation, deals, consulting, risk and assurance. This combined knowledge base ensures we can help you develop strategies that not only consider your internal strengths but also account for the ever-evolving macroenvironment.

Can you share some examples of how Strategy& has supported businesses and communities in the region to achieve their strategic goals?

Absolutely. We've worked with a diverse range of organisations across various sectors. In financial services, we have supported across the sector from working with a leading microfinance bank to the largest investment bank. We collaborated with a leading financial institution to develop a digital transformation strategy that resulted in significant improvements in customer experience and operational efficiency.

At Strategy&, we partner with a diverse range of clients across West Africa. This includes established multinationals, fast-growing indigenous businesses, and public sector organisations. What unites them is their ambition to thrive in this dynamic market. We help them navigate the unique challenges and opportunities of the West African business landscape.

We support our clients from strategy to execution, and this is what has and always will set us apart in addressing the complex challenges of our time.

What are Strategy&'s future plans for West Africa, including Nigeria?

Strategy& has been helping to reposition PwC into the advisor that can solve our clients biggest issues. I believe we will continue to work with our clients, supporting them to navigate an increasingly complex world. The business landscape is more challenging than ever. Existential threats like climate change and technological disruption are putting immense pressure on companies to adapt. The 2024 Annual PwC Global CEO Survey confirms this, with leaders anticipating significantly more pressure in the next three years compared to the past five.

This environment makes business model transformation the key to survival. Thankfully, Strategy& is well-positioned to support our clients thrive in this dynamic business landscape. Looking ahead, we will continue to leverage our legacy of excellence in strategic thinking to help businesses adapt and thrive. We're committed to pushing boundaries and delivering exceptional value to our clients, guiding them on the critical journey towards a more sustainable future.