



ITLT ACADEMY

Capabilities - 2024 edition

Consulting brochure

ITLT Academy - capabilities overview (2024 edition)

Extended reference document for boards, procurement and executive sponsors.

Engagement phases - deliverables - sample artefacts - pricing approach

About this document

This 2024 edition is the longer-form companion to our main capabilities brochure. It is intended for boards, procurement teams and executive sponsors who want additional detail on governance, commercial terms, security posture and typical engagement shapes before an initial conversation.

If you are looking for the shorter sales-side overview, please see the main capabilities brochure. If you are looking for the specific service detail (for example, SEO or paid search), each service has its own dedicated brochure.

Engagement shapes we offer

- **Diagnostic** - 2 to 4 weeks, fixed fee, written readout and 90-day plan
- **Strategy sprint** - 6 to 10 weeks, fixed scope, plan and operating model
- **Delivery engagement** - 3 to 9 months, named consultant plus delivery leads
- **Fractional leadership** - 6 to 12 months, interim CMO / VP bench
- **Advisory retainer** - monthly senior partner time for existing clients

Commercial terms

- Fixed-fee or time-boxed retainers - never open-ended
- Written statements of work with named deliverables and review gates
- No media rebates or vendor referral fees accepted
- Exit clause at each phase gate, not at contract end
- Standard UK payment terms; international engagements quoted in GBP

Security & confidentiality

- Mutual NDAs signed before any data is shared
- Data handled under UK GDPR; DPA available on request
- Access via your systems preferred; no production credentials stored locally
- Named project lead and access revocation log per engagement

How we engage

- **Discover** - audit existing data, stakeholder interviews, baseline metrics and the questions you cannot yet answer. Typical length: 2-4 weeks.
- **Design** - a plan you can defend to finance: scope, deliverables, assumptions, risks, and the first 90 days of work. Typical length: 2-3 weeks.
- **Deliver** - we run the work with (or inside) your team - governance, cadence, tooling and sample artefacts are agreed up-front. Typical length: 8-24 weeks.
- **Embed** - handover pack, playbooks, dashboards, training sessions and an optional monthly retainer for continuity.

Governance & cadence

- Weekly working session with named consultant + delivery lead
- Shared delivery board - every task, owner, decision logged
- Monthly steering review with your executive sponsor
- Written end-of-engagement readout plus 90-day success plan

References & case evidence

References are available on a named basis after a mutual NDA and an initial scoping call. Case evidence is shared under confidentiality and - where required - redacted for commercially sensitive metrics. Anonymous metric ranges are shared in the initial scoping deck.

Legal identity

ITLT Academy Ltd - registered in England & Wales under company number **14738247**. Registered office: 20-22 Wenlock Road, London, England, N1 7GU, United Kingdom. All engagements are contracted under ITLT Academy Ltd.

Start with a scoping call

Send the brief and the board question you want answered - we will come back with a scoping recommendation and the named consultant who would lead the work.

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