



YOU CANNOT SOLVE WHAT YOU CANNOT SEE

Most consulting companies focus on things that can be easily seen by the naked eye. And the reason for this makes sense: what they can see, they can measure. But the real challenge is the bottom of the iceberg; what the naked eye cannot see.

At Logical Heuristics, we dig deeper. Digital Transformation is more complicated and nuanced. We will be re-missed if we focus our transformation energy on the logical and the rational. Many of the traits that made your business successful in the past, are not the same things that will enable you to re-engage with your customers and become a successful business in the Digital Economy.

We pride ourselves with our unique and balanced perspective: we call it the [Whole Business Ecosystem Scan](#). Our perception of your business goes beyond the knowns. We also attempt to understand and make known the unknowns. Beyond the logical, we initiate a conversation around leadership and culture.

Technology is a business enabler. But people drive Digital Transformation success.

Logical Heuristics is a top tier strategy design firm focused on digital innovation to deliver business value realization. We offer a unique and proprietary leading practices frameworks based on logical and heuristics models. The result? Increased rate of success for our clients' digital innovation journey.

