

STRATEGIC AGILITY GROUP

Commercial intelligence for a changing market

**Digital marketing. Commercial growth. Strategic
intelligence.**

EXECUTIVE PERSPECTIVE | 2026-2027

Made with GAMMA

THE COMMERCIAL QUESTION

Growth is not one problem

KEY TAKEAWAY

Better intelligence.

Clearer decisions.

Stronger commercial outcomes.

Businesses rarely struggle because they lack activity. They struggle when strategy, customers, marketing, technology, data and commercial priorities move in different directions.

SAG brings those forces into greater alignment, turning complexity into clearer priorities, stronger execution and measurable commercial progress.

STRATEGY

Direction

CUSTOMERS

Demand

MARKETING

Reach

TECHNOLOGY

Enablement

DATA

Evidence

ALIGNMENT → COMMERCIAL PROGRESS

Clearer priorities · stronger execution · measurable outcomes

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Growth becomes clearer when the system moves together.

SAG OPERATING MODEL

One commercial mandate, three connected capabilities

SAG works at the intersection of strategy, markets, customers, marketing, technology, data and business performance.



DIGITAL MARKETING

Digital marketing partner

Build and optimise the systems that build brands, amplify visibility, generate demand and acquire customers.



COMMERCIAL GROWTH

Commercial growth partner

Connect customer intelligence, marketing, technology and performance to measurable commercial outcomes.



STRATEGIC INTELLIGENCE

Strategic intelligence

Reveal the forces shaping markets and businesses so leaders can decide what matters, where to act and what to build next.

CAPABILITY ONE

Digital marketing becomes commercial infrastructure

SAG helps organisations connect brand, demand and performance across the full marketing system.

01 Digital strategy

02 Brand and communications

03 Demand generation

04 Performance marketing

05 Digital experience

06 Marketing technology

07 Analytics and optimisation

Marketing creates more value when visibility, acquisition, experience and measurement work as one system.

CAPABILITY TWO

Commercial growth connects the system to the outcome

Growth is not a channel problem. It is the alignment of the choices that create demand, convert customers and build sustainable business value.



Growth strategy



Customer and market intelligence



Commercial performance



Revenue growth



Transformation and optimisation



Executive advisory

DECISION TEST

What should change in the commercial system, and how will leadership know it is working?

CAPABILITY THREE

Strategic intelligence turns change into a decision advantage

Markets do not stand still. Customer expectations change, technology reshapes competition, acquisition economics move and new business models emerge.

SAG develops research, intelligence, frameworks and diagnostic systems to help leaders understand not only what is changing, but why it matters commercially.

Market and customer change

Technology and AI
Marketing and demand
Competitive dynamics
Business transformation

Performance and exposure

Commercial performance
Strategic risk
Opportunity
The forces shaping businesses

SAG INTELLIGENCE

SAG Intelligence gives executives a clearer view of what is moving

SAG Intelligence examines the forces shaping markets, customers, competition, technology and business performance.

Challenge assumptions. Surface implications. Sharpen strategic decisions.



Research reports



Annual outlooks



Executive briefings



Benchmarks and indices



Diagnostics



Strategic advisory

EXECUTIVE INTELLIGENCE FROM STRATEGIC AGILITY GROUP

The Commercial Agility Outlook 2026-2027

The Outlook examines the major forces influencing commercial performance and the implications for organisations navigating a rapidly changing market.

It brings together research, market signals, executive perspectives and SAG analysis to provide a focused view of what leaders should be watching, questioning and preparing for next.

RESEARCH. INTELLIGENCE. DECISION SUPPORT.

Made with **GAMMA**

THE OUTLOOK EDITORIAL FRAME

Five lenses for leaders navigating uncertainty

01 The Outlook

The major forces shaping the commercial environment.

02 The Signals

Important developments, patterns and evidence emerging across markets.

03 The Tensions

Competing forces creating difficult strategic choices.

04 The Shifts

Changing assumptions affecting customers, markets, technology and competition.

05 The Implications

What these developments may mean for organisations and leadership teams.

Move from noise to consequence, then from consequence to action.

THE COMMERCIAL CONTINUUM

From intelligence to action

Insight creates value when it changes what an organisation does.

SAG can support leadership teams beyond research through a continuum of independent assessment, strategic interpretation, implementation and ongoing leadership support.

GET IN TOUCH

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01 Independent assessment

Growth and marketing audits.

02 Strategic interpretation

Growth strategy and strategic advisory.

03 Implementation

Commercial growth programmes.

04 Ongoing leadership support

Fractional marketing leadership.

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*Insight becomes commercial value
when leadership can act on it.*