



Strategy and planning

“There is no optimal path to an unspecified point.”

— Dr. John McPherson, Chief Economist Emeritus, CPCS

From objectives to impacts

Frame objectives: CPCS will help you define, articulate and create a shared understanding of objectives. This process typically starts with: “where do you want to go?”

Assess options: Next, CPCS assesses each option and their relative merits. We bring creativity, pragmatism and rigorous quantitative and qualitative methods to this process so that infrastructure leaders understand the implications of all possible alternatives.

Go from strategy to concrete action plan: Clients have described CPCS’s strategic plans as clear, practical and realistic. We complement plans with an honest assessment of potential risks and options to mitigate them.

Some of our work in action:

- **North America:** Developed a competitive strategy and implementation plan to attract investment and grew market share for a private intermodal facility and logistics hub organization.
- **Africa:** Developed a long-term infrastructure strategy and related priorities and action plans for the African Union.
- **International:** Demarcated for an international financial institution investment objectives, a supporting PPP strategy and policy and a related implementation plan.



Strategy and planning projects delivered globally

AFRICA



Elaborating the next Priority Action Plan for the African Union

BANGLADESH



Strategizing for a modal shift in key transport corridors

CAMEROON



Developing an integrated strategy for multimodal transport

CANADA



Developing a goods movement strategy in Calgary

KENYA



Supporting the development of a transport corridor plan

MAURITANIA



Updating the master plan for petroleum depot management

MOZAMBIQUE



Developing a road map for a national energy-sector reform

UNITED STATES



Developing a state freight plan for the State of Kansas

VIETNAM



Developing instruments and strategies for PPPs

KEY CONTACT



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