

THE DOERS — ADVISORY HOUSE

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**DOERS**  
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**MAISON DE CONSEIL**

*Manifesto*

*Connecting understanding, decision, and action.*

## 01 Who we are

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The Doers is an integrated, independent Advisory House, created by and for professionals who have held leadership, advisory, and operational roles for many years, across organizations of every size and sector.

We have supported SMEs through (re)structuring, mid-sized enterprises through growth, large groups through transformation, and public and quasi-public organizations facing complex challenges.

We have lived through phases of rapid growth, periods of tension, crisis situations, ambitious projects, and sensitive circumstances. That experience is now our foremost asset.

It allows us to approach every situation with perspective, discernment, and pragmatism.

## 02 Our conviction

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We believe that decisions with a lasting impact on an organization can be neither standardized nor delegated to “prefabricated” models.

Every organization has its own history, culture, strengths, vulnerabilities, and constraints. Every leader carries their own responsibilities, trade-offs, and balances to strike.

Our work begins with understanding that reality – without simplifying it, judging it, or distorting it.

*Before suggesting, we listen. Before structuring, we seek to clarify.  
Before acting, we take the time to understand.*

## 03 An Advisory House, in the fullest sense of the word

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We have chosen to define ourselves as an **Advisory House**, not a firm.

A House is a place of expertise, of sharing, of mentorship, of rigor, of commitment.

It is a structure that favors quality over quantity, relationships over industrial output, and longevity over announcement effects.

Our approach is craftsman-like, in the noblest sense of the word: every engagement is custom-built around each client's actual situation, specific challenges, resources, and constraints.

*We do not deploy methods.*

*We build answers.*

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## 04 An integrated approach: from thinking to execution

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Our model rests on a simple conviction: the best decisions are the ones that can be implemented, and the best actions are the ones that have been thought through with rigor.

That is why we built The Doers around two complementary, inseparable practices:



### **Antheus Advisors**

Dedicated to structuring choices, strategic analysis, clarifying trajectories, and organizing transformations.



### **The Doers Operations**

Focused on hands-on operational support, concrete implementation, organizational optimization, and economic performance.

Both practices draw on the same team, the same values, and the same standard of rigor.

Together, they support leaders across the full value chain of their work: thinking, deciding, organizing, deploying, and stabilizing.

## 05 What we do, in practice

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Day to day, our work is to help leaders:

- Clarify their priorities and trade-offs
- Structure their organization and processes
- Strengthen their financial, commercial, and operational management
- Optimize their costs, resources, and efficiency
- Grow their revenue and profitability
- Strengthen the reliability of their information systems and tools
- Professionalize their management and people practices
- Drive transformation without destabilizing what already works

We work in close proximity to teams, on a fixed-fee or part-time basis, over the long term.

We work with general management, operations, finance, marketing and sales, HR, and IT leadership, as well as with frontline managers.

*Our goal is not to produce deliverables.*

*Our goal is to create lasting progress for the organization.*

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## 06 A partner's posture, not a lecturer's

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We do not stand in for leaders. We do not decide on their behalf. We do not impose pre-built models.

We work with them, in a spirit of demanding, respectful, and constructive partnership.

We aim to create the conditions for informed decision-making, followed by well-managed implementation.

We embrace our role as advisor, loyal challenger, facilitator, and at times, support in difficult moments.

This posture explains the longevity of our client relationships, and the trust that builds over time.

## 07 A senior team, committed and complementary

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Our team is made up of experienced professionals from consulting, business, management, and key organizational functions.

Each has held operational responsibilities. Each understands the realities of the field, budgetary trade-offs, human stakes, and internal political dynamics.

This collective maturity allows us to quickly mobilize the right expertise, with a high standard of rigor and commitment.

## 08 Our ambition

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Our ambition is not to become an industrial-scale player in consulting.

**Our ambition is to remain a House recognized for:**

- The quality of its analysis
- The relevance of its improvement recommendations
- The soundness of its engagements
- The value it creates for clients
- The loyalty of its relationships

We support public- and private-sector leaders — from SMEs, mid-sized enterprises, and large groups — through their defining decisions and their implementation.

We do this with seriousness, commitment, and humility.

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THE DOERS

*Because, for us, advisory work is not a  
profession of posture.  
It is a profession of rigor  
and commitment.*

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Antheus Advisors — structuring choices, securing trajectories.  
The Doers Operations — supporting execution, creating value.

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