



شروع
SHURU

Execution-Focused Management Consulting

From Priorities to Results You Can Trust

Smarter Decisions. Stronger Execution.

Making execution clearer and more disciplined

SHURU is a Saudi management consulting firm focused on execution.

We help organizations turn priorities into clearer decisions, more disciplined initiatives, and stronger internal capabilities.

We work with leaders and teams facing growth, transformation, or increasing execution complexity, helping strengthen governance, project and initiative management, knowledge management, and internal consulting capability.



**What matters is not only
what should be done, but
how it becomes a practice
that can be executed and
sustained.**



A clear direction does not always mean clear execution

As organizations grow and initiatives multiply, execution gaps begin to surface. Priorities may be known, but:

01

Initiatives compete for the same resources.

02

Decisions are delayed by unclear authority and accountability.

03

Projects multiply without a unified view of risk and performance.

04

Critical knowledge and capabilities remain dependent on specific individuals.

These are not always separate problems.

We focus on the gap between priorities and the organization's actual ability to execute them.



Four connected services to strengthen execution

01

Execution Excellence & PMO Consulting

Strengthening execution visibility and discipline across projects, portfolios, and initiatives.

02

Governance & Strategic Execution

Connecting strategic priorities with decisions, accountability, initiatives, and performance.

03

Enterprise Knowledge Management

Turning fragmented knowledge into an accessible and reusable organizational capability.

04

Executive Advisory & Capability Building

Supporting complex decisions and challenges while strengthening internal teams' ability to address them.



Execution Excellence & PMO Consulting

From project tracking to stronger execution capability

We help organizations strengthen project, portfolio, and PMO practices to improve priority clarity, performance visibility, and execution-related decision-making.

RESULT

Clearer priorities, more effective oversight, and better decisions to support execution.



01

Scope of Work

- 01 PMO and EPMO establishment and development
- 02 Project management maturity assessment
- 03 Project and portfolio governance
- 04 Portfolio prioritization and management
- 05 Executive monitoring and reporting mechanisms
- 06 Risk, issue, and dependency management
- 07 Project management practices and tools
- 08 PMO team capability building

Governance & Strategic Execution

Turning priorities into decisions and accountable execution

We focus on what happens after direction is set: how strategic priorities become clear decisions, accountability, initiatives, and performance mechanisms.

RESULT

Clearer accountability, more effective decisions, and stronger alignment between priorities and execution.



02

Scope of Work

- 01 Connecting strategic priorities with decisions, initiatives, accountability, and expected value
- 02 Corporate governance framework design and development
- 03 Decision rights and Delegation of Authority (DOA)
- 04 Role, committee, and escalation mechanism design
- 05 Strategic performance management
- 06 KPI frameworks and executive dashboards
- 07 Executive committee governance and decision effectiveness

Enterprise Knowledge Management

Knowledge creates value only when it can be accessed and reused

We help organizations structure knowledge, its flows, and its governance so it becomes easier to access, more reusable, and less dependent on individuals.

RESULT

Stronger knowledge continuity, faster access to expertise, and greater ability to learn and reuse what the organization knows.



03

Scope of Work

- 01 Knowledge management maturity assessment
- 02 Knowledge management strategy and governance
- 03 Identification of critical knowledge and sources
- 04 Knowledge maps and flows
- 05 Knowledge capture and experience transfer
- 06 Knowledge repository structure and taxonomy
- 07 Lessons learned and knowledge reuse
- 08 Communities of Practice
- 09 Improved search and access to knowledge
- 10 Use of AI where it creates clear practical value

Executive Advisory & Capability Building

From complex challenges to clearer decisions and stronger internal capability

We help leaders and teams understand complex issues, assess options, and develop practical solutions while strengthening internal teams' ability to perform consulting work more effectively.

RESULT

Clearer decisions, actionable solutions, and teams better able to address complex challenges independently.



04

Scope of Work

- 01 Organizational and readiness assessments
- 02 Executive studies and decision-support analysis
- 03 Feasibility studies and business cases
- 04 Development of practical frameworks, policies, and models
- 05 Executive advisory for critical issues and initiatives
- 06 Internal consulting capability building
- 07 Problem structuring and analysis
- 08 Option and recommendation development
- 09 Storylining and executive communication
- 10 Applied coaching and practical guidance

A practical approach from diagnosis to capability



The goal is not to produce another document, but **to improve what happens after the document.**



Three principles that guide how we work

01

Execution First

We judge recommendations by their ability to become decisions, practices, and results—not by theoretical quality alone.

02

Context Before Frameworks

We use frameworks and methodologies to serve the problem; we do not impose the same model on every organization.

03

Capability by Design

We work with client teams during delivery so knowledge, tools, and capability remain inside the organization after the engagement ends.



Consultants & Expert Practice



Abdullah Alqahtani

Excellence & Governance

14+ years leading programs, projects, and portfolios, and developing execution, governance, and performance systems.



Zain Alzghoul

Knowledge Management

9+ years establishing knowledge management functions and building AI-enabled knowledge platforms.



Abdulaziz Alarifi

Project Management Offices

9+ years leading projects and initiatives, developing methodologies, and improving execution efficiency.



Youssif Karam

Organizational Capability

Transforming PMOs from monitoring and reporting units into systems that support decisions and link strategy to value.



Target segments

As execution becomes more complex, clarity matters more

We work particularly well with organizations going through:

- 01 Growth or expansion
- 02 Organizational or operational transformation
- 03 An increasing number of projects and initiatives
- 04 PMO establishment or development
- 05 Governance or decision-making improvement
- 06 Knowledge management maturity improvement
- 07 Capability development for strategy, transformation, and PMO teams



SMEs



**Private-Sector & Family
Businesses**



**Semi-Government
Organizations**



// CONTACT US

Execution becomes stronger when it becomes clearer

We help organizations understand what is constraining execution, develop the right intervention, and improve the practices that connect priorities with decisions, action, and results.

Discuss Your Need

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