

# **The Support Of Strategy Consulting To Italian SMEs In Regaining Competitiveness**

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*The current Italian macroeconomic scenario, characterized by the introduction of Euro and the recent financial crisis, is considered by many scholars, economists and politicians one of the main causes of the loss of competitiveness for the Italian SMEs, already penalized by a chronically weak productivity. This situation of low competitiveness was compounded and triggered, at the same time, by the slow digital transformation undertaken by Italian companies compared to the rest of Western Europe. In this context, strategy consulting companies have already massively invested and anticipated this digitalization process; they are now willing to accompany and share the risks of digitalization with their clients by offering end-to-end project support, from the definition of the Digital Strategy (now automatically embedded in the Strategic Plan) to the implementation of the final deliverable. The consulting support in the main strategic activities will be the key element and the opportunity for Italian SMEs to recover the lost ground.*