

F. Moradi Business Coaching & Consulting Releases 2026 Strategic Advisory Brief

New brief reviews BDC, PMI, PwC, EY and Stanford research on advisory, AI integration and the gap between strategy and execution.

TORONTO, ONTARIO, CANADA, September 16, 2026 / EINPresswire.com/ -- F. Moradi Business Coaching & Consulting has published a [2026 Strategic Business Advisory Research Brief](#) examining recent evidence on business advisory, strategy execution, artificial intelligence adoption and digital integration.



2026 Strategic Business Advisory Brief

The brief brings together findings from the Business Development Bank of Canada (BDC), Project Management Institute (PMI), PwC Canada, EY Canada and Stanford-affiliated research to

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Farhad Moradi, Strategic Growth Advisor

examine a common management challenge: organizations may have access to more technology, information and growth options, while still struggling to turn plans into coordinated execution.

BDC's 2026 Annual Report states that clients combining financing and advisory services experience revenue growth of up to twice the Canadian average. For small-business advisory clients, BDC lists Sales & Marketing, Strategic Planning, and Financial Management and Planning as its three most-used advisory services by mandate. The report

does not establish that advisory alone causes the difference in growth, but it provides a Canadian benchmark for the role advisory services play alongside financing and business development.

Execution is another recurring theme. PMI's December 2025 research, based on more than 5,800 project professionals, stakeholders and knowledge workers, found that only half of projects met

its modern definition of success. A companion executive survey found that 35% identified the disconnect between planning and execution as the leading barrier to reinvention, while 93% said their organizations must rethink or reinvent their business model or operating approach at least every five years.

Leadership research also points to the value placed on outside perspective. The 2025 CEO Coaching and Kitchen Cabinet Survey, conducted by researchers associated with Stanford Graduate School of Business, the Rock Center for Corporate Governance, the Hoover Institution and The Miles Group, found that 95% of surveyed CEOs relied on professional coaches or informal advisor networks to sharpen their thinking on important organizational issues.

Canadian executives are also balancing growth with technology integration. PwC Canada's 2026 CEO Survey found that 94% of Canadian CEOs surveyed use AI to some extent, but only 29% are scaling it across their businesses. The same survey found that 64% expect to expand into at least one additional sector over the next three years.

EY Canada's Spring 2026 CEO Outlook separately reported that 76% of Canadian CEOs intend to prioritize disciplined growth and 80% say planned AI investment is higher than in 2025.

Farhad Moradi, a Toronto-based [Strategic Growth Advisor](#), said the research points to a practical distinction between adopting more tools and creating an aligned operating direction.

"Growth rarely stalls because leaders lack effort. It stalls when strategy, sales, marketing and execution stop moving in the same direction," Moradi said.

The research brief frames strategic business advisory as a diagnostic and alignment function rather than a substitute for management. It examines how positioning, customer behaviour, sales, marketing, technology and execution can create friction when they are treated as separate initiatives rather than connected parts of a growth system.

Moradi's work as a [business growth consultant](#) focuses on identifying the underlying constraint before recommending additional activity. His broader advisory work also examines how sales, marketing, buyer decision-making and operational systems can be aligned around a clearer growth process.

The report uses Moradi's Marketing Iceberg framework as one lens for interpreting the findings. The framework separates visible activity and performance indicators from deeper emotional, psychological and foundational factors that can influence business outcomes. Its central premise is that the visible business problem may be a symptom rather than the root constraint.

The 2026 Strategic Business Advisory Research Brief is published by F. Moradi Business Coaching & Consulting and is available through fmoradi.com.

Source references: BDC Annual Report 2026; Project Management Institute, Step Up: Redefining the Path to Project Success with M.O.R.E., 2025; Stanford Graduate School of Business and Hoover Institution, 2025 CEO Coaching and Kitchen Cabinet Survey; PwC Canada, 29th Annual Global CEO Survey, 2026; EY Canada, Canada CEO Outlook, Spring 2026.

About F. Moradi Business Coaching & Consulting

F. Moradi Business Coaching & Consulting is a Toronto-based advisory practice led by Farhad Moradi. Its work focuses on strategic clarity, sales and marketing alignment, buyer behaviour, business systems and execution for founders, entrepreneurs and business leaders.

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