

Strategic Reviews

BUILDING ORGANISATION STRATEGY

Getting, serving and keeping customers – better than yesterday and better than your competitors – is essential in today’s marketplace. The key to delivering this is to ensure that your strategy is correctly set for your organization.

Whether this is labeled as Mission, Vision, Purpose or Aim Point, what matters is the clarity of direction provided – coupled with a relentless execution of the individual components.

Leadership Role: In essence, the leadership role is to set clear direction by ‘out-thinking’ the competition. Viewed in this way, strategy is not just about developing options; it’s about making choices. What markets do you want to serve? With what products? Differentiated in what way? The choices made have to deliver a competitive advantage – providing your customers with a compelling reason to buy and to work alongside you over an extended period.

Step #1: Reviewing Your Existing Strategy

Our objective approach starts with the marketplace. You’ve already made a ‘promise’ (whether explicit or implicit) to existing customers. Our starting point is to discover how well you are delivering against this. We build a fact-based strategy assessment, guided by your industry knowledge and our process expertise. What’s working & what’s not? Which individual products or services are delivering? And whether your customers find you ‘easy to do business with.’ What data (both hard and soft) support your conclusions? We conduct an intense, time-efficient review to unearth existing performance levels – both internally and externally.

Goal: Discover true customer perceptions of your existing products and services.

Step #2: Anticipating the Future

Beyond today’s strategy, you need to understand emerging trends that will impact your organization going forward. What’s changing and why? Will your existing products or services work in a future marketplace? Is the business model robust? How can you build on the strategic assets already in place (key



technologies, strategic contacts, routes to market etc.) to better serve customer needs? What competitors are emerging on the radar? Is there one (or more than one) potential future scenario that you need to plan for? Our consulting team expertly facilitates future-orientated workshops, ensuring that the data generated is both systematic and owned/assimilated internally.

Goal: Develop a ‘working model’ of future challenges facing your organization to create an appetite for change.

Step #3: Strategy Implementation

The preceding steps help develop a clear picture of ‘today’ versus ‘tomorrow’. The gap between these timeframes essentially provides the change agenda, the core issues that need to be addressed (sometimes overhauled) within organizations. Using our proprietary Transformation Roadmap, we will help you to navigate the way forward. This roadmap is custom built for your organization; in strategy projects, there is no equivalent of ‘one-size-fits-all’. Having a clearly defined way forward is the surest guarantee that the pragmatic solutions chosen will work – work profitably and work well.

Goal: Measurable, improved performance against a defined change Roadmap.