

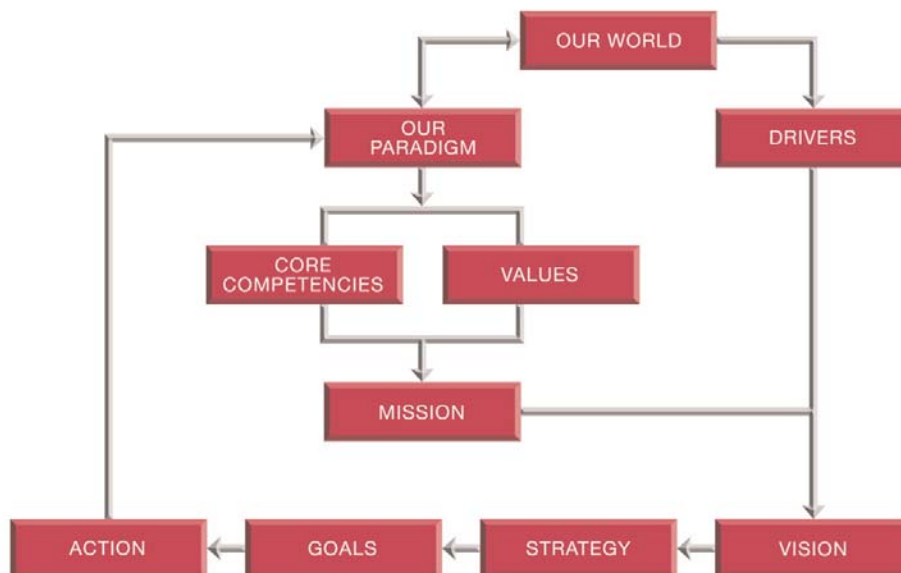
THE BUSINESS VALUE BEHIND STRATEGIC MANAGEMENT

BEHIND EVERY BUSINESS STAR LAYS A SUCCESSFUL STRATEGY; BEHIND EVERY BUSINESS FAILURE LURKS A FLAWED STRATEGY.

Today's multi dimensional turbulence provides numerous challenges for the CEO & their top teams. Markets are becoming increasingly fast paced and prone to change. Rapid evolution of the business environment demands new ways of thinking, clarity of competitive response and complete focus.

The historical emphasis on product-market management and resource management has matured to seeking sources of competitive advantage. By creatively changing the paradigm, the impossible becomes possible. Resources are re-defined and concentrated to achieve competitive success in attractive markets of the future.

Vision-led Strategic Management provides an effective framework for change. At the highest level of Strategic Management are three major components, environmental analysis, business definition and the intended strategy for the business. **Below is an example of a typical strategic management process.**



Quite often, companies suffer from a strategic confusion and occasionally, paralysis. Key to success is ensuring the entire organisation is bought into common vision, mission and goals and that strategy is complete with every aspect of your business situation being properly addressed. By far the greatest value of strategy is at the sharp end of the business, where line managers seek competitive advantage as they deliver customer based solutions.

Imagine the possibility of creating a collaborative Strategic Management Plan engaging both your customers and your teams. Analysing your current situation, evaluating and choosing your strategic options, engineering coherent organisational support and implementing sustainable change. Mapping out your future for maximum value creation and competitive advantage.

The cost of Strategic Management? For some that are used to spending little on research and strategy development, the price is high.....but the impact of doing nothing could be the price of the company itself. Let us help you build a winning Strategic Management Plan.

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