

## **Strategic Check Up®**

### **Why?**

The changing economic climate means that businesses are facing a wide range of threats including depressed demand and increased competition. There is an answer to the challenges being faced now by hard pressed executives. Statistical evidence of company performances over many decades has proven beyond doubt the benefits to profitability for those that have adopted Strategic Planning procedures. These have not only helped companies through exceptionally tough times they have also made them more competitive and profitable during the normal cyclical ups and downs of the economy. The Strategic Check Up provides an entry to full Strategic Planning by providing a review of your company's current, strategic position and ranking, together with a summary of the strategic issues and options facing your business, to provide reliable data for informed decision making

The Strategic Check Up involves a combination of structured analysis and research to produce a rigorous but succinct summary of the strategic threats and opportunities facing your business. The key stages are:

- ◇ Business Audit – we review your firm's recent business performance
- ◇ Review of executives' perceptions – we conduct a series of structured, in-depth, face-to-face interviews with the your firm's key executives to capture their knowledge and opinions of the firm's strategic position and the business environment facing the firm. We then conduct structured research to test this current perception.
- ◇ Market Audit – using secondary research sources (including Government Statistics) we will produce a 'market map' for your business, identifying opportunities and threats in the market place
- ◇ Competitor Review - -again using secondary research (especially Companies House, competitors' own data and press) we produce a profile of the main competitors focusing on their strengths and weaknesses and exploring their likely activity in the future.
- ◇ Client Attitude Review – we conduct a series of structured, in-depth, telephone interviews with named key decision makers in your firm's major customers to capture their views of the strengths and weaknesses of your firm and how these compare with your competitors delivery performance.
- ◇ Industry Experts Review – we conduct a series of structured, in-depth, telephone interviews with a panel of Industry experts who can provide further insight into the dynamics of your firm's market place, including customer actions and competitor responses
- ◇ Analysis – each stage of the Check Up is fully reported to you and to add value to the analysis we produce a 'positioning' of your firm against the competition and a consolidated SWOT (Strengths & Weaknesses and Opportunities and Threats) analysis designed to give you and your executives a rapid but rigorous review of the position of the firm

- ◇ Recommendations for Change – in addition to the analysis we include our own Recommendations for consideration by you and your key executives. Our Recommendations are based on the considerable experience of the consultants assigned to your project.

### **What do you get?**

- ◇ Summary report – including our Recommendations, your firm's 'positioning' and the summary SWOT analysis
- ◇ Executive presentation and de-brief session – this is a half day exercise that commences with the presentation of the Summary Report followed by a discussion with the consultants and you and your firm's key executives
- ◇ Full supporting documents covering each stage of the Strategic Check Up
- ◇ On-going telephone support (over 3 months).

### **What's the value?**

- ◇ Current, up-to-date review of your firm's current strategic position
- ◇ Identification of future potential opportunities and threats
- ◇ Emotionally detached and integrated review of the your firm's position
- ◇ Additional analysis costly to obtain oneself and (in the case of our Industry Experts) possibly not available to the firm
- ◇ Even if the Check Up does not provide any new information or insight you will have the Peace of Mind to know that your strategy is on the right track
- ◇ Whatever the outcome, you will have a clear view of what to do next, based on rigorous, current analysis and interpretation.

### **What next?**

For a FREE, exploratory meeting, contact:

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