

# Propelling Your Business Forward

# If your company was a ship, what would it be?



# Why can't companies get up to speed?



Are we on the right track ?

How do we get there ?

Where are we going ?

How do we stay on course ?



**Crew doesn't understand the mission or what to do**

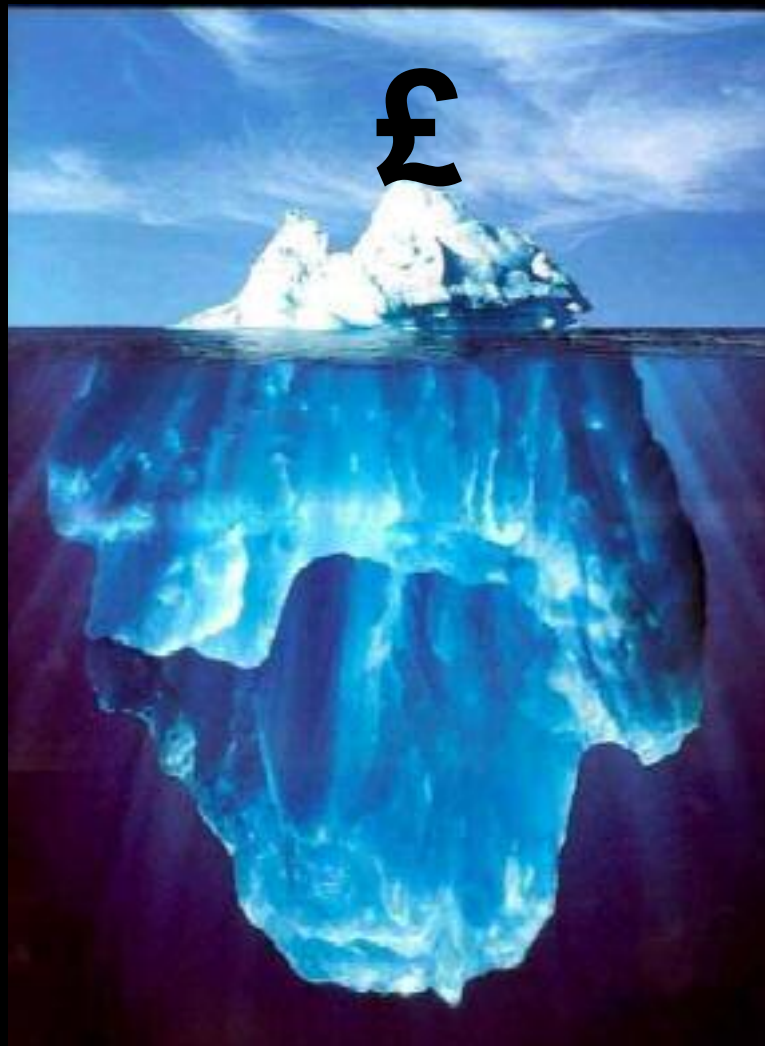


**How do you know  
your company is  
going in the right  
direction**

**?**



## Financial Results



## Strategy



**Customer Expectations**

**Leadership**

**Do people like  
working in this  
company ?**

# Why can't companies get up to speed?



Only 1 in 3 organisations  
carry out their plans  
successfully

Survey of 200 companies in Times 1000

# WHY ?

72% of MDs believe that  
making the strategy work  
is more difficult than  
developing a strategy

**...It's the implementation that matters**

# Problem - There is a Gap



Where we want to get to

What's important to us

How we stay on course

**STRATEGY - How do we get there**

**What are the risks ?**

**WHAT MY DEPARTMENT DOES**

**WHAT DO I NEED TO DO ?**

# FINANCE

GROWTH



PROFITABILITY



# CUSTOMERS

BRAND AWARENESS



CUSTOMER LOYALTY



# OPERATIONS

CUSTOMER ORIENTED PROCESSES



LOGISTICS EFFICIENCY



# PEOPLE

CUSTOMER SERVICE TRAINING



EMPLOYEE COST AWARENESS



# Propeller™ Links Strategy to Everyday Actions

MISSION

VALUES

OBJECTIVES

STRATEGY

COMMUNICATE

MEASURE WHAT MATTERS

WHAT MY DEPARTMENT DOES

WHAT I NEED TO DO



# How do companies get up to speed?



And this is the strategy

This is our mission

These are the objectives

Compass, speed, fuel and map



Ay ay lads, let's get to action

**Crew understands strategy as day to day actions**

# Strategic Options



**The same or  
different ?**

**Markets**

		Products	
		Existing	New
Markets	Existing	<b>Top priority</b> Our best chance is to..	<b>Second priority</b> Our best chance is to..
	New	<b>Third priority</b> Our best chance is to..	<b>Fourth priority</b> Our best chance is to..

# Strategic Options



**Bigger or  
Smaller ?**

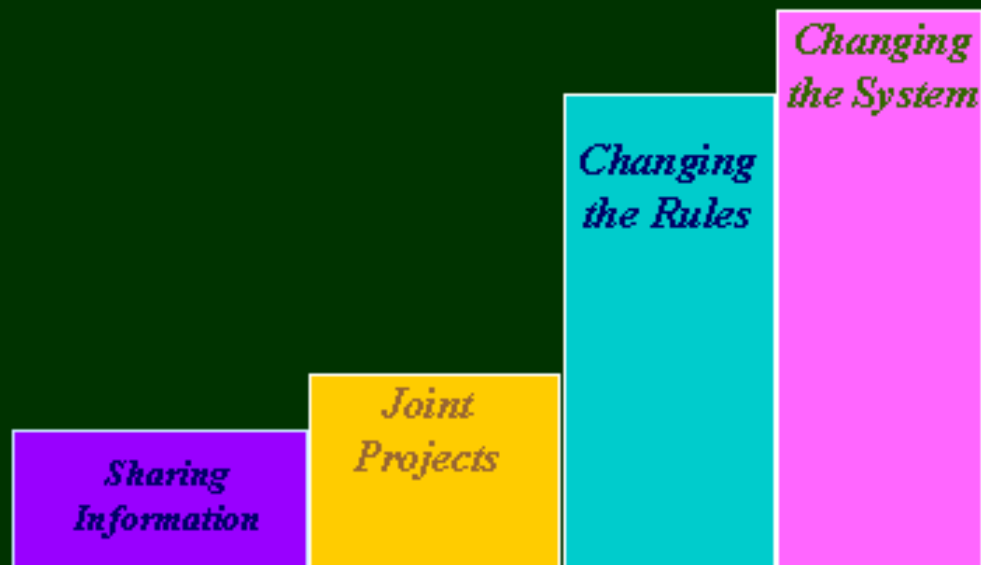
<i>Target Scope</i>	<i>Advantage</i>	
	Low Cost	Product Uniqueness
Broad (Industry Wide)	<b>Cost Leadership Strategy</b>	<b>Differentiation Strategy</b>
Narrow (Market Segment)	<b>Focus Strategy (low cost)</b>	<b>Focus Strategy (differentiation)</b>

# Strategic Options



Alone or  
with  
friends ?

## Developmental Stages of Collaboration



# How do we set the benchmark ?



## A STRATEGY

- |    |                          |   |    |                          |   |
|----|--------------------------|---|----|--------------------------|---|
| 1  | <input type="checkbox"/> | I know what this organisation will look like in 3 year's time | 2  | <input type="checkbox"/> | We know our strengths and weaknesses                          |
| 3  | <input type="checkbox"/> | I know exactly what we will be doing and where in 3 years     | 4  | <input type="checkbox"/> | We know where the best opportunities are                      |
| 5  | <input type="checkbox"/> | I know what makes this organisation special                   | 6  | <input type="checkbox"/> | We know what the external threats are                         |
| 7  | <input type="checkbox"/> | Objectives are clearly established and communicated           | 8  | <input type="checkbox"/> | We know where our growth will come from                       |
| 9  | <input type="checkbox"/> | Enough resources are allocated to planning                    | 10 | <input type="checkbox"/> | Our core values have been established                         |
| 11 | <input type="checkbox"/> | We have new products and services to launch                   | 12 | <input type="checkbox"/> | Every 12 months we draw up a business p<br>for the year ahead |

## B. PEOPLE

- |    |                          |  |    |                          |  |
|----|--------------------------|--|----|--------------------------|--|
| 13 | <input type="checkbox"/> | People understand their role in achieving the strategy | 14 | <input type="checkbox"/> | All staff have job descriptions            |
| 15 | <input type="checkbox"/> | We encourage all staff to be innovative in their work  | 16 | <input type="checkbox"/> | We carry out formal staff appraisals       |
| 17 | <input type="checkbox"/> | We have the right management team to achieve           | 18 | <input type="checkbox"/> | My company's sales force, distribution res |