

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

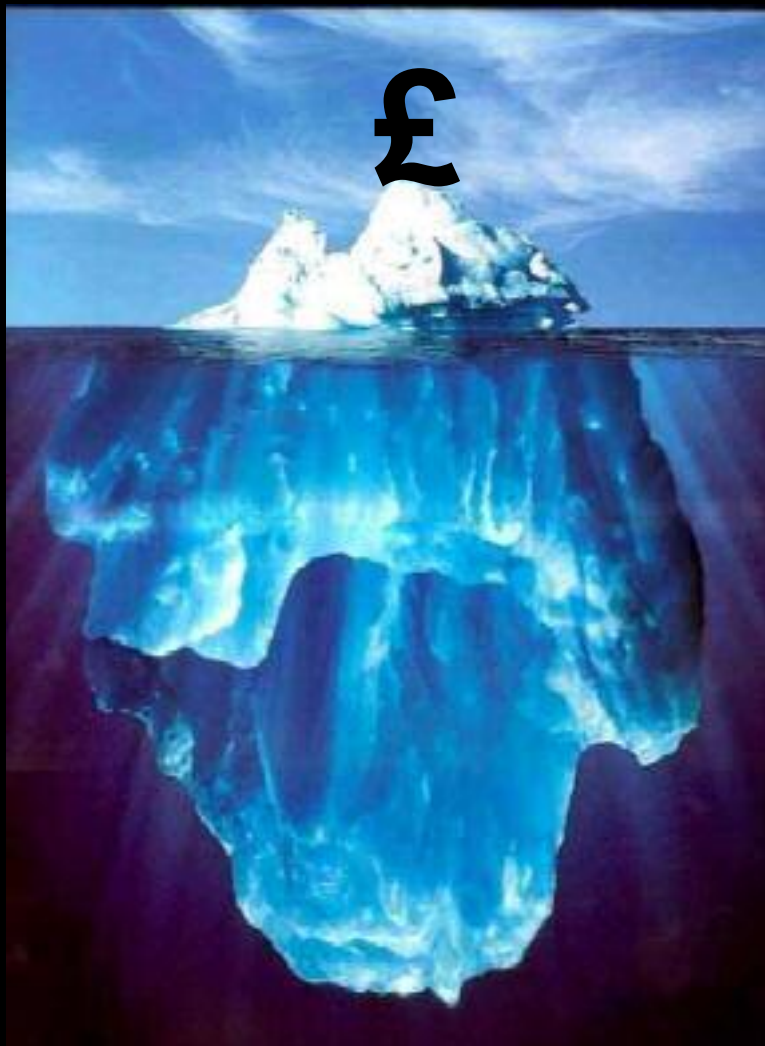


**How do you know
your company is
going in the right
direction**

?



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	Top priority Our best chance is to..	Second priority Our best chance is to..
	New	Third priority Our best chance is to..	Fourth priority Our best chance is to..

Strategic Options



**Bigger or
Smaller ?**

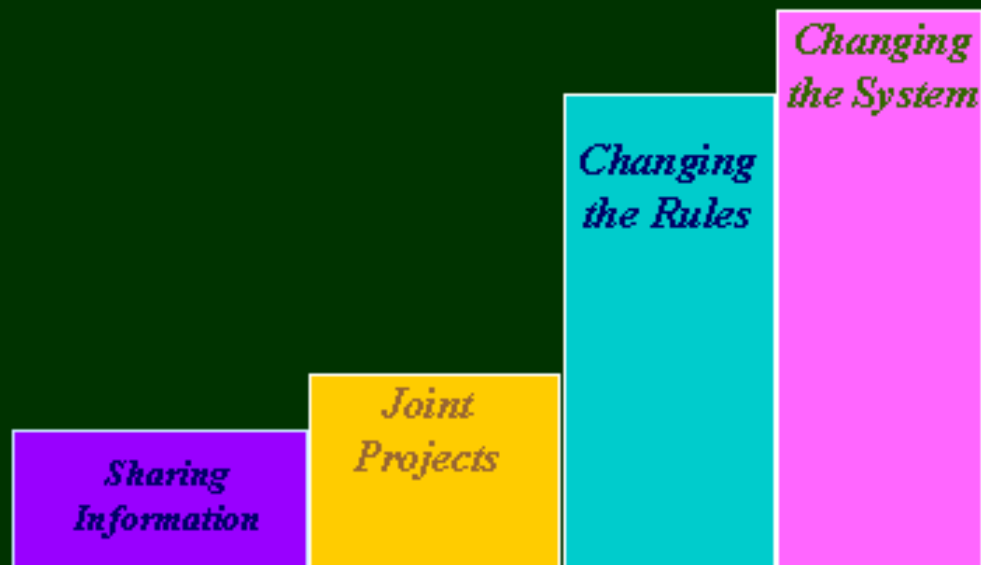
<i>Target Scope</i>	<i>Advantage</i>	
	Low Cost	Product Uniqueness
Broad (Industry Wide)	Cost Leadership Strategy	Differentiation Strategy
Narrow (Market Segment)	Focus Strategy (low cost)	Focus Strategy (differentiation)

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
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 |