

Optimization Strategy Diagnostics

- Most organizations have written a business strategy and process for optimization that provides guidance for the business direction and operational decisions.
- Often these business plans have some weaknesses that only become apparent after major shocks from some basic actions like:
 - Opinions rather than a rigorous fact base
 - Assuming the future will be like the past, and not considering other scenarios
 - Focussing on current operational problems not long term opportunities
- New business leadership or the Board may harbor uncertainties about the business strategy. A typical solution is to replace the senior management and/or commission a major strategy project with an external firm.
- A more efficient and targeted approach is to audit the foundations of the current business strategy through a comprehensive checklist. This allows a good check of how solid the foundations of the strategy are, and the targeted remediation required. Perhaps most importantly, this approach does not result in a loss of corporate memory inherent in major organizational changes. Through use of our diagnostic clients are able to:



strategy are

- Understand how comprehensive and complete the foundations of the business

- Pinpoint areas of weakness, and areas that do not require remediation

- Form a view of the likely remediation actions required depending on the particular areas of weakness in the strategy

- A business strategy in this context is one part of the business planning continuum. The business strategy components covered in the diagnostic are those typically associated with the 3 to 5 year planning of the organization



