

Support for the development of strategy

Added value for customer

- Systematic view of the organisation's processes beyond the operative component
- Long-term focussing of objectives, self-positioning by creating a transparent mission statement

Objective

Development of strategic positioning and determination of strategic (long-term) objectives.

Contents

- Basic strategic analysis; application of strategic instruments (SWOT analysis, portfolio analysis, competition analysis, etc.)
- Identification, definition and determination of resources
- Definition of a target profile (internal and external long-term view) taking basic management strategies into account (e. g. performance, cost, innovation, copy leader, etc.); summary in a strategy paper

Example

- Basic analysis in the organisation through interview techniques and analysis of documents
- Sector and competition analysis
- Strategy development workshop