

IMPROVING STRATEGIC BUSINESS DECISIONS

Identifying the Future Needs of your Business

PROMISING PRESENCE COMPANY

 Huntsville, AL

 www.promisingpresence.com

 business@promisingpresence.com

 256-229-4158

47% believe their organization is good at implementing strategy

Only 2% of leaders are confident that they will achieve 80-100% of their strategic objectives

33% of leaders rate their organization as poor or very poor at implementing strategy

Only 68% of leaders believe their organization is good at developing strategy

50% of leaders rated implementation as equal in importance to strategy

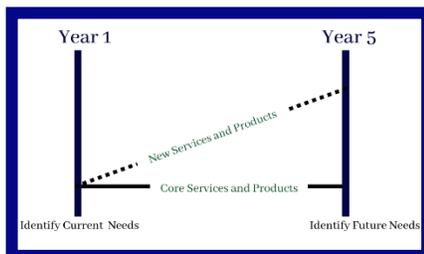
67% of well-formulated strategies failed due to poor execution

STRATEGIC DESIGN FOR DYNAMIC TIMES

Core Business Needs

With increasing behavioral, environmental, and social changes, organizations are seeking ways to retain customers, build portfolios, and make a lasting impact. Many of these needs begin with making strategic decisions regarding the key investments for the company.

If done well, companies can create a robust roadmap that accounts for the current needs of the organization while building capabilities and partnership that will be leveraged in the years to come. When organizations fail to find this balance of present and future, they are not able to sustain sustainable growth. This leads to negative impacts to customer and employee retentions, revenue growth, and innovation investments. Organizations must invest in strategic management training to ensure the company's goals align to the mission and vision of the company and consider the changing preferences of its target customers.



Strategic management should be the focal point of all organizations. The term strategic planning refers to a coordinated and systematic process for developing a plan for the overall direction of your endeavor for optimizing potential. For businesses, this process involves several questions:

- What is the mission and purpose of the business?
- Where do you want to take the business?
- What will attract ideal investors?
- What products or services do your customers value most?
- What products or services will your customers need in the future?
- What do you sell currently?
- What could you sell in the future?
- To whom will you sell it?
- What makes your business unique?
- How shall we beat or avoid competition?

Answering this array of strategic management questions, allows the company to be thinking of ways to create transformative experiences for its core customers. The central purpose of this strategy management design process is to ensure that the course and direction are well thought out, sound, and appropriate. The process encompasses both strategy formulation and implementation. In addition, the process provides reassurance that the limited resources of the enterprise (time and capital) are sharply focused on support of that course and direction.

What Outcomes Are Expected?

Combining experience design, strategy management and behavior economics, organizations can remain competitive and build customer loyalty. Key results of thorough planning results in:

- Boost sales and/or reduce costs
- Increase profitability
- Expansion into new markets
- Enhance brand recognition
- Gain a reputation as an innovative business
- Attract the best customers and/or employees
- Find new business partnerships
- Attract external finance opportunities

Your research may also bring less tangible benefits - perhaps by revealing knowledge about your market that does not have an immediate application but may be useful in the future.

Value to Your Business

Institutions need to find ways to generate new revenue sources resources. We are here to help guide your company through ideation sessions to assess your current performance and provide you with the tools to strategically grow into new ventures. We work to solidify your competitive difference and identify opportunities to create transformative experience for your customers that result in high ROI.

Contact us today to see how our services can help to strengthen your organization's strategic thinking.