

Rethink your Business

A One Day Workshop delivering
Practical Benefits through Contemporary Thinking

Giving small business the BIG ADVANTAGE

This program is aimed at small and medium-sized firms who have little time to take a sharp, clear, 'outside in' view of their business. Its focus is on three interdependent areas of Strategy & Planning, Innovation & Marketing and Strategy Execution.

The program encourages business managers to rethink on how they decide on markets, define competition, develop offerings and deliver value to enable top-line and bottom-line results at the same time.

Who should attend?

- CEOs
- General Managers
- Marketing and Sales Directors
- Product Development Leaders
- Senior Managers concerned with strategy

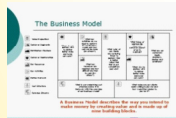
What will participants get?

- Understand the context for growth and innovation and their competitive market space using 3 Circles of Strategy and Blue Ocean Strategy constructs.
- Learn to use practical tools to develop their Value Proposition, target Value Customers and execute their strategy through their Value Network
- Learn practical tools to better understand customers and get their feedback in the interactive workshop with videos and discussions of cases.

An Interactive Workshop



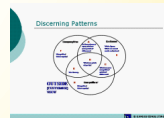
Why Rethink your Business?



What is your Business Model?

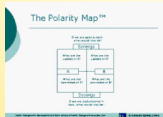


Strategic Moves (Video)
Is there a pattern?

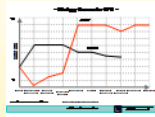


Strategic Insights from Three Circles

Lunch



Exploit or Explore?



Crafting your Strategy



Strategy and Execution:
Two sides of same coin



The secrets of effective execution revealed

When:

Where:

Contact: Cheenu 0419 828 191

Presented by:



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