

STRATEGY PRACTICE

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Strategy Practice:

Aspiration Led Strategy:

Today, organizations are increasingly defining aspirational targets, or audacious goals, for themselves. Selecting effective stretch targets is not an impossible task, and the target-setting exercise itself can provide significant strategic insights. By using benchmarks to guide the target-setting process and by ensuring managers are motivated to achieve aspirational, long-term goals, one can increase the organization's ability to achieve breakthrough results.

1. Encourages companies to think creatively before becoming constrained by conditional assessments.
2. Consider multiple outcomes and describe possible futures in detail
3. Use aspiration to define 'stretch' objectives
4. Use creativity to define options consistent with aspiration
5. Define the path to achieve organizations aspirations

Beyond the Boundaries:

'Beyond the Boundaries' encourages companies to move beyond their comfort territories towards conquering New Markets:

1. Markets with a demand for similar Products are studied in detail
2. Map Market Requirements and accordingly create Product Strategy
3. Define the path to conquer new Markets

Plan to Succeed:

'Plan to Succeed' encourages companies to plan strategically towards achieving their goals.

1. Begin with the End in Mind: Understanding the Goals of the Organization and the timelines
2. Understand the Market Dynamics:
 - a. Understanding the Competition (strategies)
 - b. Understanding the Market/Industry Conditions (past/ present/ future)
 - c. Understanding the Environment
3. Understand the Product Portfolio:
 - a. Understanding the Current Products
 - b. Creating the Right Product Strategy for Market congruence
4. Create a Road Map to Success:
 - a. Creating the Organization Plan
 - b. Creating the Marketing Plan
 - c. Creating the Finance Plan

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Corporate Governance:

'Corporate Governance' helps to set up the Board and the level of engagements required governing the success of the organization.

1. Begin with the End in Mind: Understanding the Organization's perspective towards setting up a governance framework
2. Understand the organization Dynamics:
 - a. Understanding the Organization structure (past/ present/ future envisaged)
 - b. Understanding the compliance requirements to be followed
3. Develop governance structure: Develop the Governance Framework highlighting the type of people required at various levels and the different processes to be followed with set rules and timelines.

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Partial Client List:



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