

Product Marketing Forum

The Business Value behind Strategic Management

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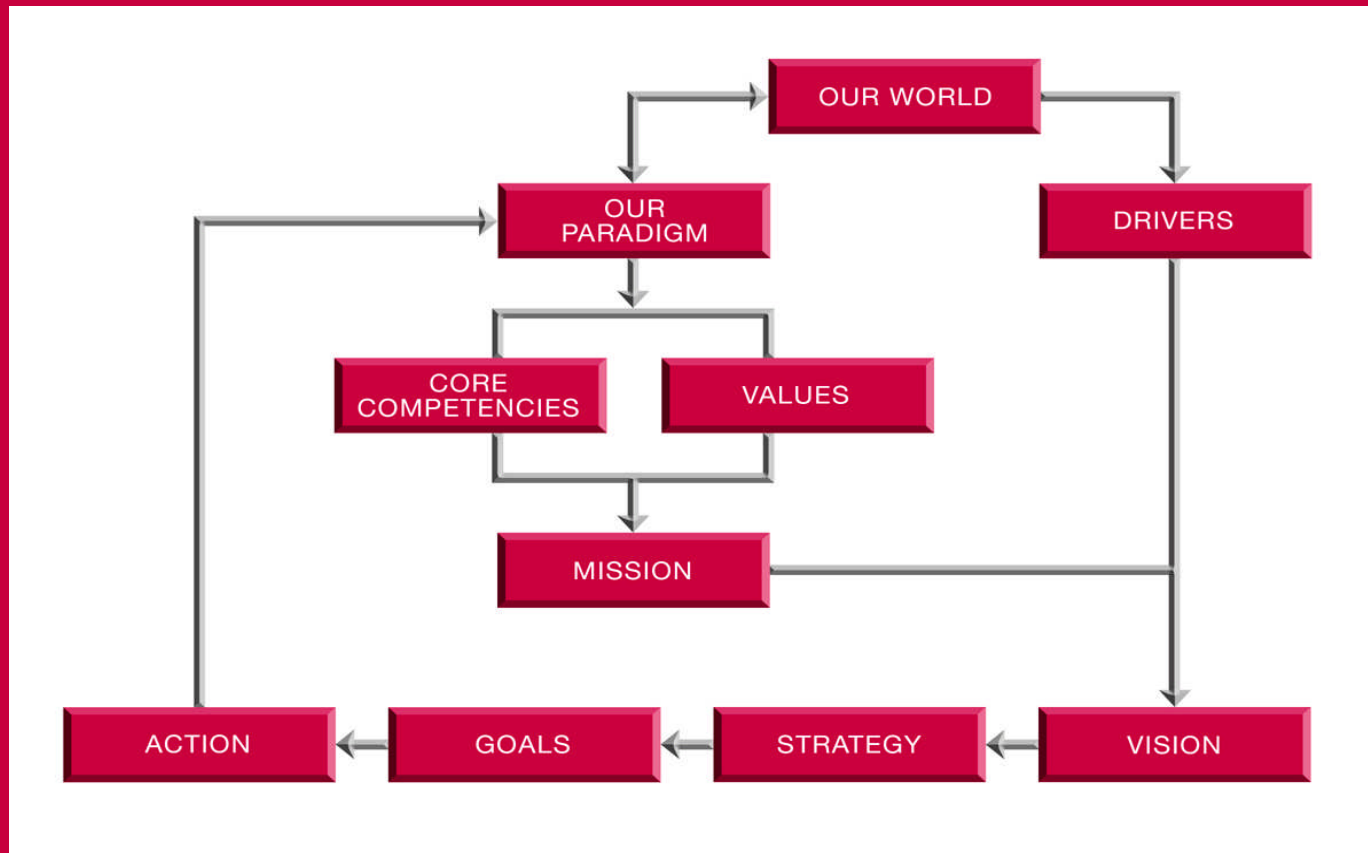
“First things first – getting product strategy right”

- Why bother?
- A simple process.....
- Good strategy/bad strategy!
- What can we learn?
- Your role

Today's Environment:

- Multi-dimensional
- Turbulent
- Disruptive technologies
- Hyper competition
- Volatile markets
- Execution imperative

Strategic Management Process:



Our World

“what we know and what we see”

- Understand your market

Drivers

“external influences on our world”

- Know what is changing or will change your market

Our Paradigm

“Our view of the world”

- How can you change the world?
- Why are you different?
- Why do you add so much more value than competition?

Core Competencies

“what we are good at & better than others”

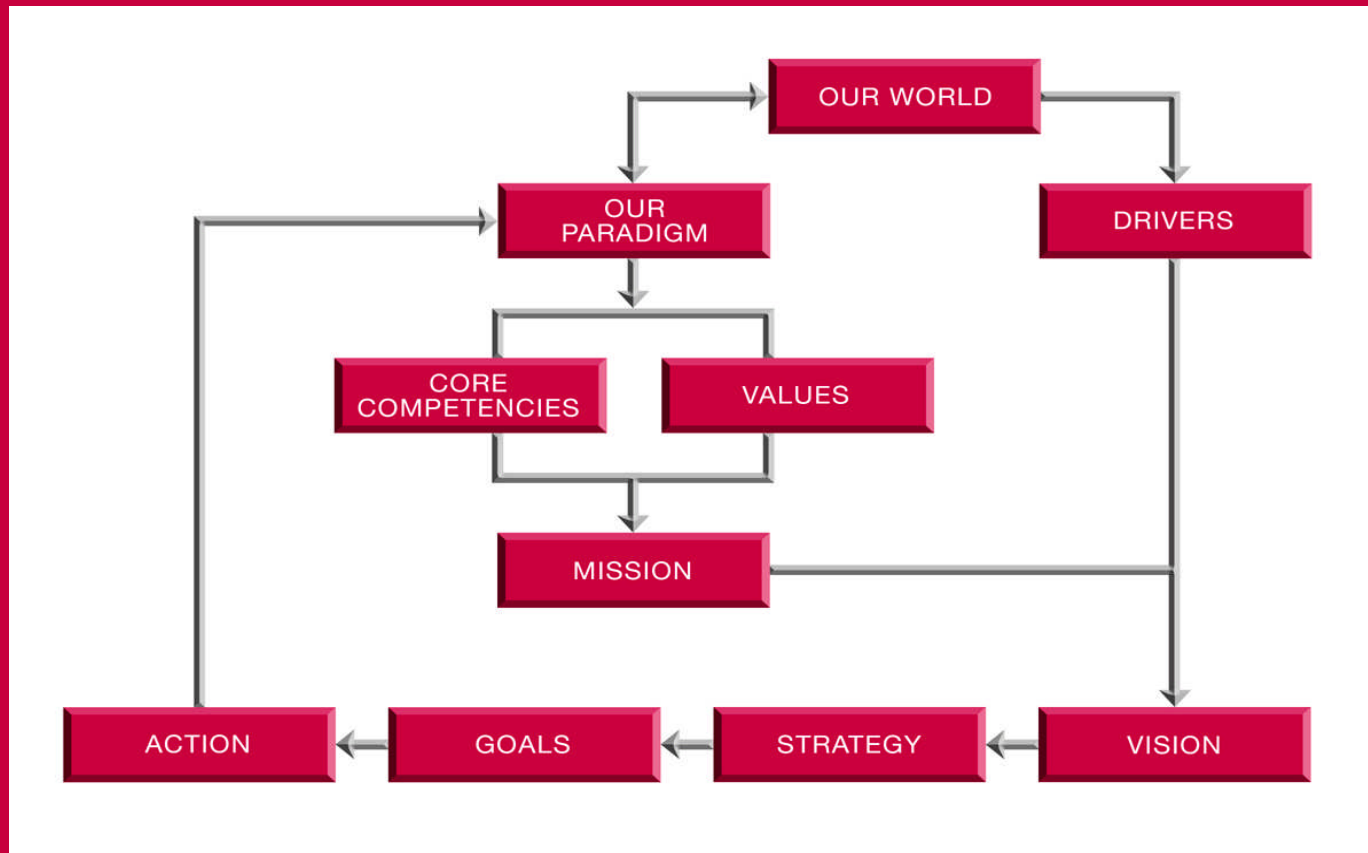
- One or two things

Our Values

“what we believe-in and trust”

- e.g. Customer first (being YOU orientated)

Strategic Management Process:



Our Mission

“our purpose in life”

To provide unparalleled expertise in the areas of strategic management, business planning & product portfolio management whilst facilitating sustainable change with High Tech business leaders and their teams wishing to create value for themselves and their organisation

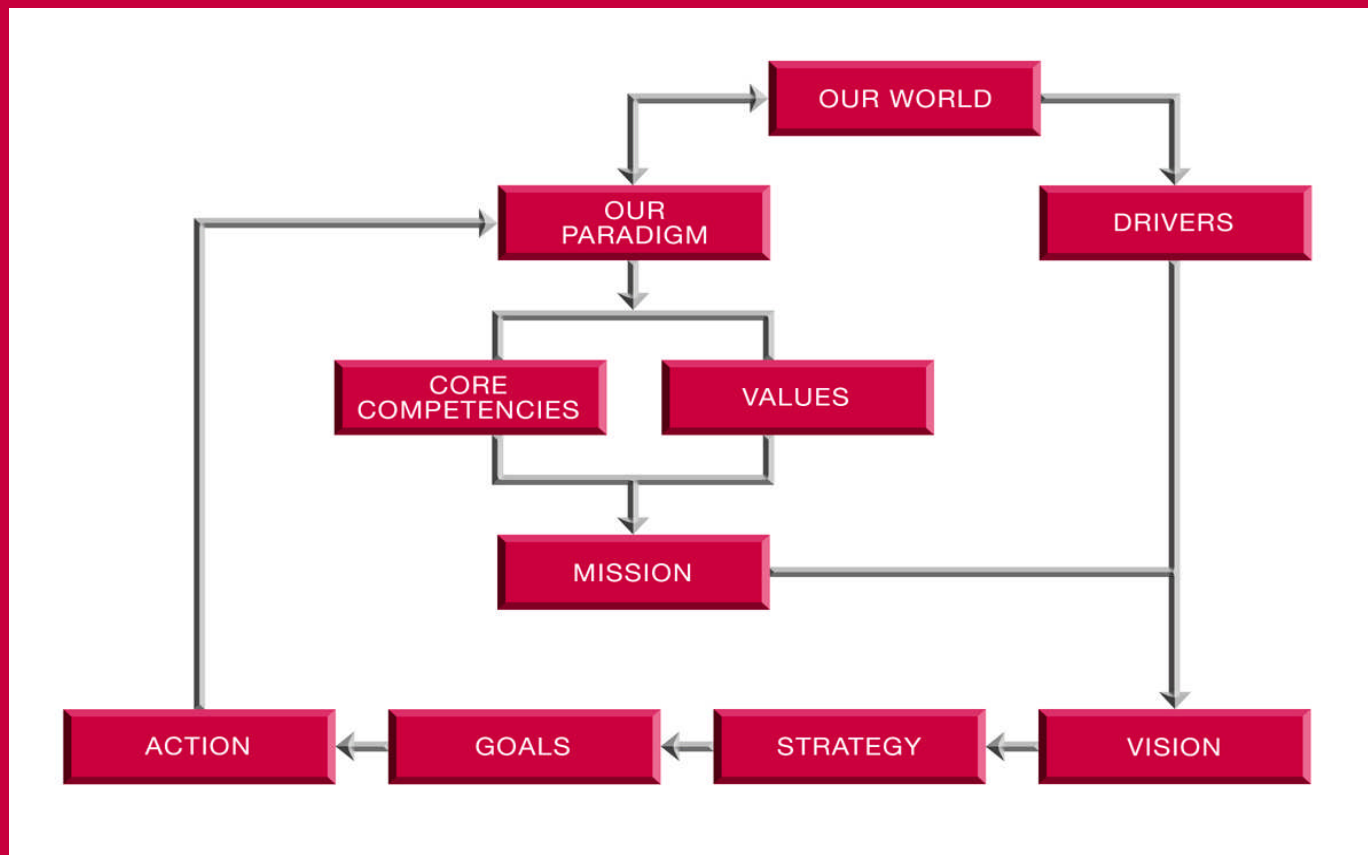
Strategy Boutique’s Mission!

Vision

“what we want to see happen”

- Possible desirable future state
- Realistic, credible & attractive

Strategic Management Process:



Strategy

“our longer-term direction”

A typical strategy process -

- Navel gazing
- Generating Confusion
- Post rationalising
- Changing the rules
- Fire fighting

Benefits of Strategy

- Quick decisions
- Coherent decisions
- Superior decisions
- Co-ordinated actions
- Confidence
- Self-awareness
- Focus
- Deep understanding of reality

Key Learning's

- Process
- Toolkit
- Experience of team
- Embrace ideas

Your Role

- Do deep analysis
- Drive process
- Get sponsorship/support
- Do the right things
- Change the rules

Thank you!

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