



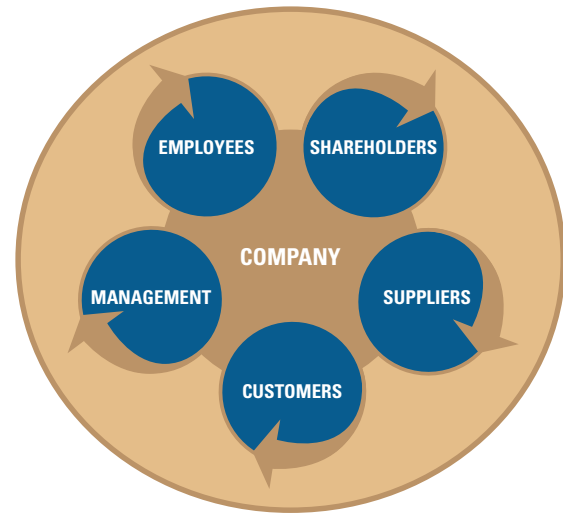
360° Corporate Profiling

Increasing profits through in-depth company analysis

Our objective is unambiguous – to help our clients succeed, to improve competitive positions and grow businesses.

Our method – *360° Corporate Profiling* – is equally unambiguous. We simply tap into each client's greatest asset: *its own people and customers*. After all, their perspective is from the front lines of your company. We seek their insights and their knowledge of your systems, processes and customers. And, most important of all, we seek their ideas for change and improvement.

Our system includes an evaluation based upon the perceptions of the key stakeholders, answering relevant questions and analyzed according to a scientifically developed framework.



Your company will benefit by:

- Involving your personnel in the evaluation, encouraging their acceptance and use of the data
- Improving your competitive position
- Accurately measuring progress
- Determining your strengths, weaknesses, opportunities and threats
- Enabling you to focus on areas needing change
- Building customer/supplier support and loyalty

Management will benefit by:

- A 360 degree view of the company's strategic alignment
- A perspective from those stakeholders that know the organization best—employees, management, customers and suppliers
- A baseline measurement to monitor change and drive continuous improvement
- An objective, non-biased independent evaluation

How It Works:

- Identify strengths and opportunities for improvement
- Develop key indices to craft organization success
- Provide data to benchmark best practice
- Establish priorities for action initiative

The procedure is remarkably easy and non-disruptive. With the help of the Strategy International team, a sample of management, employee, customer and stakeholder participants is selected. Next, a questionnaire designed for the specific industry and company is created. Internal respondents may use a Profile On-Line Survey to complete the 20 to 30 minute survey. External respondents are interviewed via telephone or web survey. A final analysis is generated and presented to your company's management and becomes the basis for strategy formulation and implementation.



Case Study

Due to the sensitivity of some of our projects, certain clients have asked to remain anonymous, in which case we have provided a description of the project and the industry in which it relates.

1. The Problem

Reversing lackluster performance of executive management team

➤ The top management of a mid-sized manufacturing firm needed to quick start their strategic planning process.

2. The Approach

Market-by-Market Analysis

➤ A Strategy International Business Strategist formulated a strategic planning process (Strategy International's 360° Corporate Profiling) and guided it through the various stages of development with the executive management team and then throughout the entire organization.

3. Recommendations

Target actions to market

➤ Based on this analysis, Strategy International recommended that the executive management team take action appropriate for each market using a consensus-management approach. Joint decisions included opening new sales territories and getting out of unprofitable locations.

4. Results

Sales growth increased two times industry average

➤ The new management approach and implementation enabled the client managers to focus on critical success areas, to draw upon the team's combined expertise and to focus on effective strategy implementation.

The Strategy International Approach

- To ensure that all client engagements are efficiently and effectively executed on time and to the agreed budget
- To develop, lead, motivate and enhance the client team and to inspire the team to be innovative and proactive in problem-solving
- To work closely with the senior management team to add value to identify and solve problems
- To manage and oversee all stages of the client engagement, providing excellence and industry best practices

Strategy International is a leading, international provider of integrated strategy management tools and technology solutions for business, education and professional companies. Strategy International's management strategies serve the needs of senior management executives, sales and customer service teams with products and services that are time-proven in many leading companies worldwide.

Strategy International serves the middle-market with innovative products and a full range of strategy management solutions incorporating research, business analysis and implementation experience and solutions.



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Sales Advantage

Providing prospective customer intelligence through specialized research



Customer Touch

Creating heightened customer management through time-proven business modeling



Customer Satisfaction Research

Tracking company performance against your customers' expectations

