



Strategic Business Review

A Full Description

Introduction

In business, we succeed or fail based on results. When results are poor, we need to understand why and then act. It can be unsettling to believe we could be operating smarter, but not have clarity around the required actions. Even when we are doing well, we need to assess our current situation and identify those factors which can decisively improve our future ability to succeed.

A complicating factor in organizations is achieving agreement within the leadership team about the critical issues. Too often the fable of the six blind men is instructive: 'each touched different parts of an elephant and came to different conclusions about what an elephant is; each was partly right, and all were in the wrong'. Leadership teams need to view their organization through a common lens; not through their functional perspectives.

Business teams need a sound methodology that will help them to gain deeper insights, establish clarity and create focus around those critical issues that need to be addressed on a priority basis.

Recommended Solution

We recommend our **Strategic Business Review** to undertake a rigorous examination of the business. Your leadership team will invest two days in an offsite session, led by an experienced business facilitator in a challenging but energizing deep dive into the critical issues facing your organization.

Our **Strategic Business Review** has been developed based on our experiences during the past two decades, addressing strategic issues with client organizations in Canada, the US and Europe.

Let's take a detailed look at the **Strategic Business Review**.

Strategic Business Review Product

You will build a Priority-Based Action Plan to address those elements of the business that are deemed most vital to your success and in need of renewed focus.

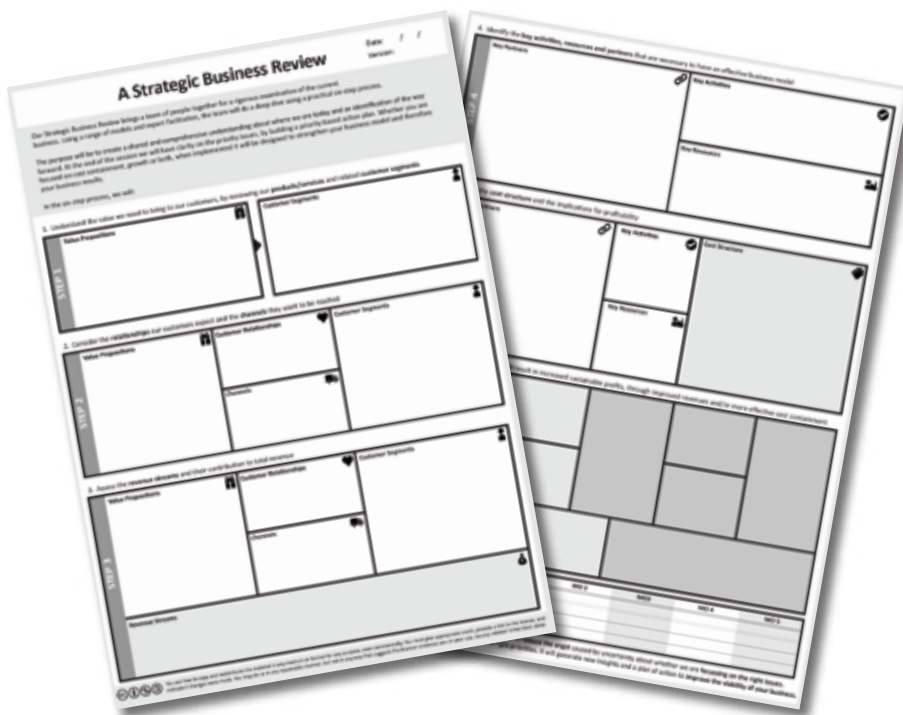
You will consider nine building blocks of a business model and determine which issues are paramount to your success. You will rank order them and identify the follow-up actions, people responsible and the dates to be accomplished.

The **Action Plan** will be used on an ongoing basis as your Leadership Team's resource to establish action teams, assign additional responsibilities and review progress.



PRIORITY-BASED ACTION PLAN

Business Model Element	Issues	Rank Order	Actions/ Responsibility/ By When	Qtr. 1	Qtr. 2	Qtr. 3	Qtr. 4	Yr.2	Yr.3
Customer Segments	1		1						
	2		2						
	3		3						
Value Propositions	1		1						
	2		2						
	3		3						
Relationships	1		1						
	2		2						
	3		3						
Channels	1		1						
	2		2						
	3		3						
Revenue Streams	1		1						
	2		2						
	3		3						
Key Activities	1		1						
	2		2						
	3		3						
Key Resources	1		1						
	2		2						
	3		3						
Key Partnerships	1		1						
	2		2						
	3		3						
Cost Structure	1		1						
	2		2						
	3		3						



In addition to the **Action Plan**, a summary of the discussions will be provided and illustrated using the **Business Model Canvas**. You will have generated new insights, established clarity and created focus.



The Strategic Business Review Process

Our consulting practice is built around facilitated sessions that are highly interactive and provide a structured approach to conducting a rigorous examination of the business. We believe that the best help is self-help. The sessions are supported with expert facilitation, supplemented with professional PowerPoint presentations and excellent Work Books.

PHASE 1 – Pre-Meeting with the Champion

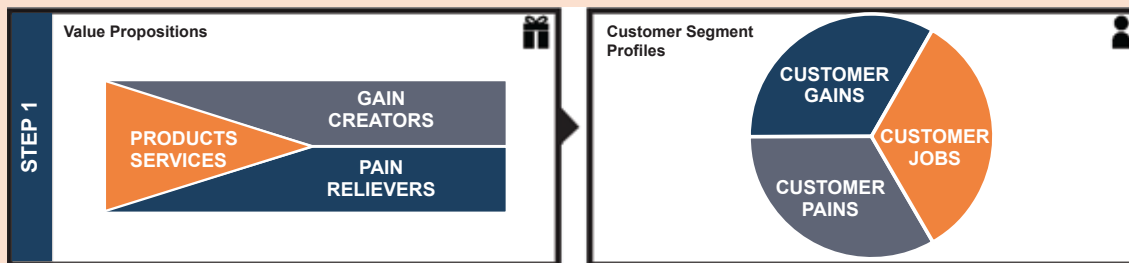
We will schedule a two-hour meeting with the senior person within the Leadership Team. This is an opportunity for the business facilitator to develop an understanding of the current situation, identify the leader's priorities going forward, and to get agreement on the schedule of the process.

PHASE 2 – Two-Day Planning Session

A six-step process is illustrated below, using the Business Model Canvas, the Value Proposition Canvas, and our proprietary models:

STEP 1 – Value Propositions & Customer Segments

Start by examining the engine of growth – the value we need to bring to our customers, through products/services, to each customer segment.



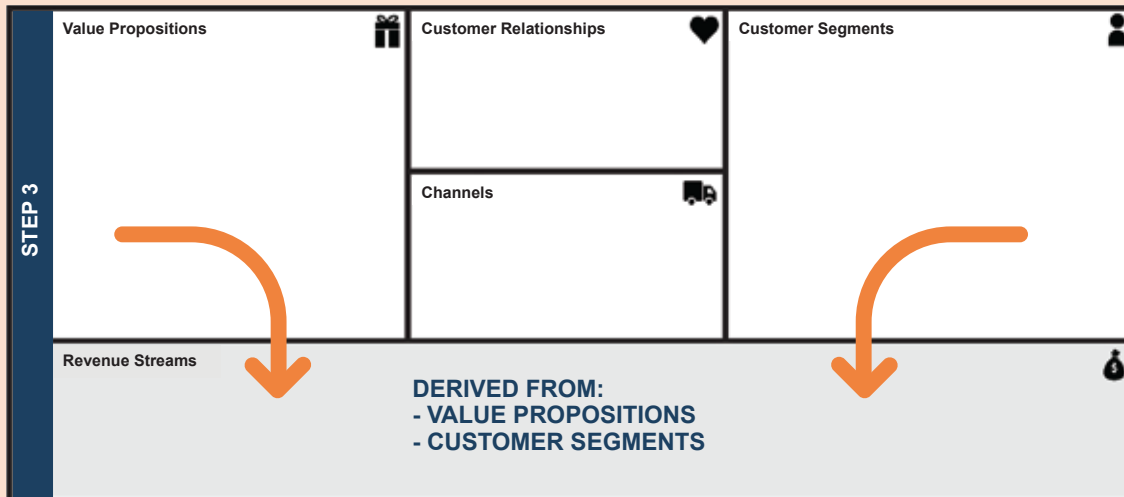
STEP 2 – Relationships and Channels

Consider two aspects of growing and sustaining the business: the relationships our customers expect and need; and the channels they can be reached.



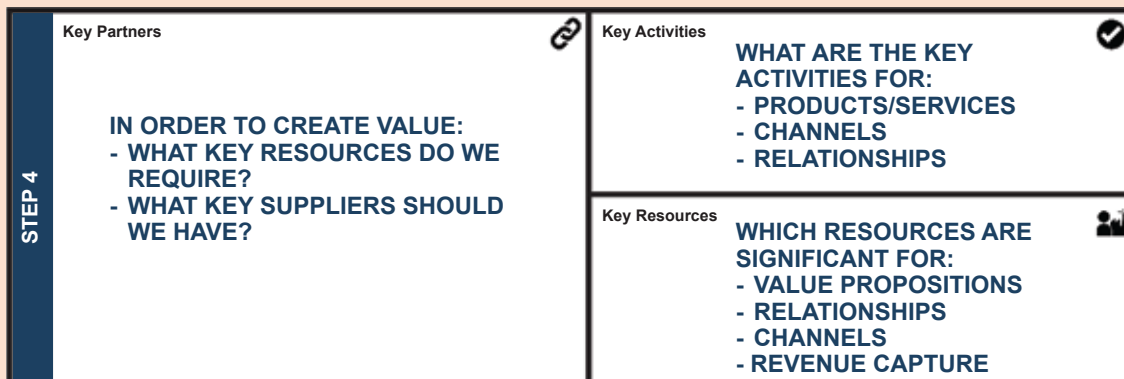
STEP 3 – Revenue Streams

Assess the individual contributions to revenue streams by bundles of products and services, and from customer segments. Determine if the business is capturing sufficient value from its offerings.



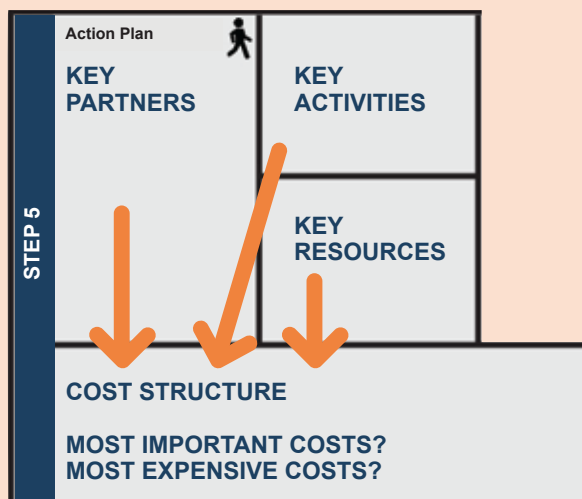
STEP 4 – Key Partners, Key Activities, Key Resources

Gauge our current and future capacity to create, deliver and capture value through Key Partners, Key Resources and undertaking Key Activities.



STEP 5 – Cost Structure

Understand the cost structure and the implications for profitability



STEP 6 – Priority-Based Action Plan

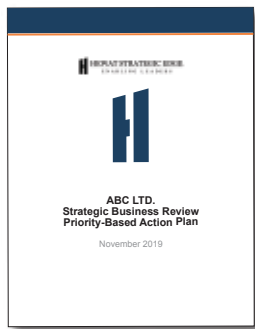
Identify and rank the issues arising from each of the five steps and build a priority-based action plan.



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At the conclusion of the session, we would expect team members to say, – *“this was one of our best business days”*.



PHASE 3 – Production of Output Report

Hewat Strategic Edge will produce an Output Report of the meeting which will include the Illustrated Business Model Canvas, Priority-based Action Plan and the meeting discussion points. We will provide PowerPoint slides to be used in communicating to employees, owners or other stakeholders, the results of your examination.

PHASE 4 – Post-Meeting with the Champion

We will hold a post-meeting with the senior person on the Leadership Team to review the results, share perspectives gained and ensure clarity on the way forward.

Strategic Business Review
Generating insights, establishing clarity and creating focus.

Let's have a short call to determine if this can meet your needs.

