



## COMMERCIAL PROPOSAL: REAL-TIME STRATEGY

### THE PROBLEM THIS SERVICE SOLVES

Business leaders have long been frustrated at the time and expense consumed when creating strategic plans—only to see them fail at the first contact with reality. Furthermore, the inability to adjust these rigid plans rapidly in response to unexpected events makes the business vulnerable. *What's needed is a faster, cheaper and more efficient way to identify smarter moves which the organisation can swiftly adapt in response to real time events.*

### DESCRIPTION OF SERVICE

A punchy accelerated program to uncover fresh options for action and improve your ability to make smarter moves.

### BENEFITS TO YOU:

Real-Time Strategy deconstructs strategy and execution into five key steps:

1. A working definition of the organisation's purpose today, who its key users/ customers are and what they want.
2. Customised maps showing how you (and your industry) create value today by satisfying the needs of customers
3. Applying eight essential '*rules of the game*' to your maps to anticipate how value will be created tomorrow — thus revealing where you should focus.
4. Improving your teams' ability to execute at speed by implementing nine *key skill and habits* (principles) of highly-adaptive organisations .
5. Learning *nine smart moves* you can combine in unique ways to start shaping the future of the industry to your advantage.



## **COST**

REAL-TIME STRATEGY costs 15,00USD (net) for:

- FREE “GETTING STARTED” workbook to prepare you for the engagement
- Three ‘sessions’ (on average 4 hours each) conducted online or offline
- Three ‘surgeries’ (2 hours each) to follow up with teams between sessions
- Detailed STRATEGY & EXECUTION REPORT delivered at the end of engagement

## **NEXT STEPS**

1. Request the FREE “GETTING STARTED WITH REAL-TIME STRATEGY” workbook
2. Once you’ve answered the six questions get in touch to discuss next steps
3. During this initial discussion we can decide what you will map and who from your side would be best to participate
4. Selected team members will receive links to introductory videos — sending us a list of questions they have that we can address in the first session
5. We will agree a schedule and delivery mechanism for the sessions (online/ offline) and start as soon as payment has been received.



## **FREQUENTLY ASKED QUESTIONS**

### **HOW DO YOU DELIVER THIS?**

This engagement can be done online or offline.

The engagement is anchored around three practical sessions (of 4, 3 and 5 hours\*) with three support sessions (2 hours each) in between.

We document all work and provide you with a STRATEGY & EXECUTION REPORT at the end of the engagement with recommendations for next moves.

*\* If the engagement is online we can break some of these sessions into two shorter ones*

### **HOW LONG DOES THIS TAKE IN TOTAL?**

Some organisations move quicker than others, so we'll go at your speed.

There are 20 contact hours with us in total, which are usually spread over 1-4 weeks (offline) or 3-6 weeks (online).

Your team should budget an extra 10 hours on top as they'll need to refine their maps by inviting others in the organisation to challenge them.

### **WHO SHOULD PARTICIPATE FROM OUR SIDE?**

This can be your 'Top Team' (3-4 people) responsible for strategy today. However, if they're unavailable for the entire 30 hours we recommend creating a 'Map Team' (3-4 people) who we will work with to create maps.

This team must have at least one person from each of the following areas:

- Client facing (e.g. sales, marketing)
- Operations (e.g. production, finance)
- Technical (e.g. IT).

In this case we recommend inviting the 'Top Team' to attend only the final session (5 hours) to discover how to use maps to create REAL-TIME STRATEGY.



## **WE HAVE MULTIPLE LINES OF BUSINESS SO WE NEED MULTIPLE MAPS**

This primary aim of this engagement is to enhance your organisation's ability to identify and execute smarter strategic moves. The secondary aim is to transfer the knowledge about how to do this yourselves, so you'll never need to pay for another strategy consultant again.

We show you how to do this by doing it with you first, then handing over all the materials so you can repeat this as often as you need to across your entire organisation.

We do have a follow up service for those seeking on-going support. You can find more information about "Move Makers" on [powermaps.net/services](https://powermaps.net/services)