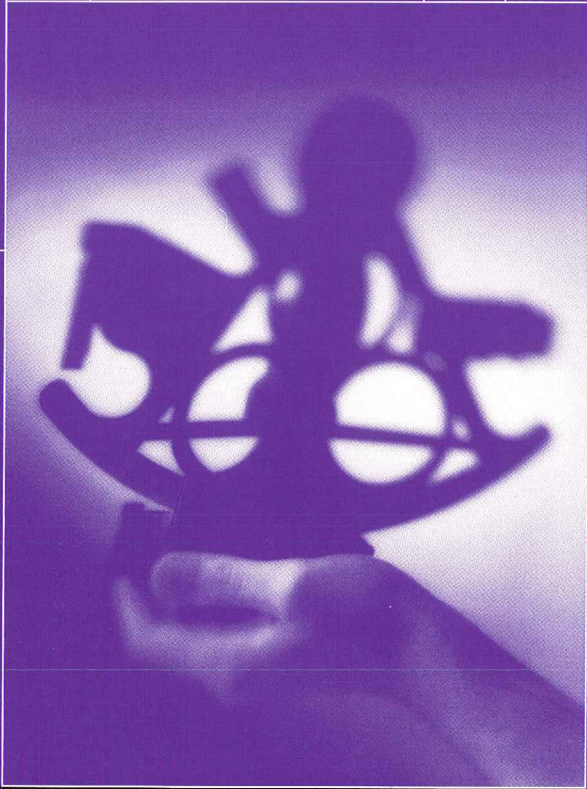
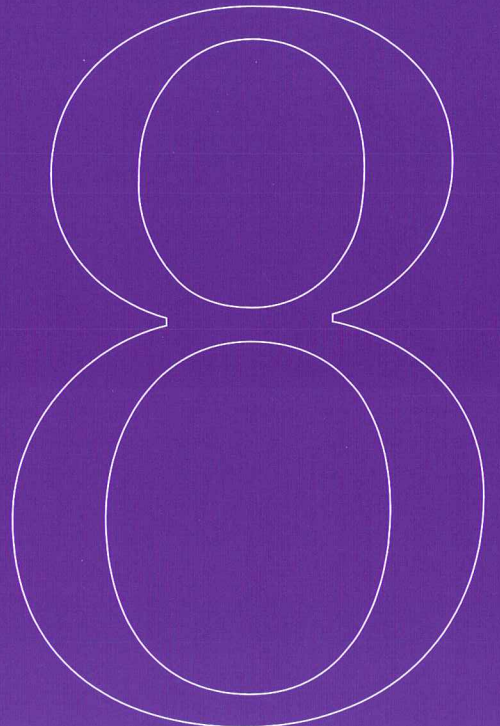




From where you are to where you want to be IN BUSINESS™



8 steps
To Perfect Business
Strategies™



A business strategy should be a map that guides you to your desired destination. If it doesn't, it's not a business strategy, it's something else.

Knowing where you want to go is essential before you can select the strategies that will get you there. Business Thinking Systems' 8 Step program equips you to critically analyse both destination and direction: where you want to end up and what tactics will propel you towards that ultimate goal.

8 Steps to Perfect Business Strategies gives you new tools and new insights to re-write the rules. You create your business future secure in the knowledge of one new reality: the 8 Step methodology. And our completely objective workshop facilitators cannot write a strategy into the plan before it is tested for its ability to move you from where you are to where you want to be.

THE FACILITATION CONCEPT

No-one can be objective about their own ideas. Our trained facilitators map your ideas and those of your colleagues in a uniform compatible format that permits the interplay of creative freedom and hard-nosed analysis.



PRESSURE POINTS

What factors beyond your control shape your business future?

The two day workshop commences by collecting and clarifying the 6 – 12 outside pressures on your business completed by you in your workshop preparation questionnaires.

They include the economy, competitor activity, technological advances, shifting market demographics and government regulation. We also conduct a historic overview to see which external factors shaped the organisation's past. This alerts us to equivalent outside pressures in the present and the future.



IMPACT STATEMENTS

How would the picture look if what might happen, does happen?

Businesses without a strategic plan simply wait and see, then say there's nothing they can do. Instead we construct impact statements that give you a firm basis for action now. Only by taking a mental step into the future can we make some tough decisions about what to do while we still have the time.

The 8 Steps



PROXIMITY

Which pressure points are closest to the bone and capable of affecting us most?

Ranking the pressures will highlight the urgency of tackling a threat. Better, it can also reveal a window of opportunity and permit those master strokes that are the hallmark of all winning strategies. Ranking the external factors means that even if we cannot manage ourselves around all of them at once, we can at least manage our organisation around the most important.



INERTIA

What would happen if we did nothing at all?

Step 5 deliberately works the opposite way around to the previous step. It's reasonable to evaluate the effect of doing nothing, given that nothing is exactly what many organisations do! This step rings some welcome warning bells. It also provides a rationale for your decisions when you justify your emerging strategy to board or senior management not participating in the workshop.



MILESTONES

What goals must be achieved mid term to get back on track the long term?

This is the hands-on, sleeves rolled up step. We leave conceptualising and get down to practicalities that will bring means and ends together. But we are still working with the ultimate end in mind.



RECKONING

Which way are the outside pressures going?

This vital process of evaluating the pressures facing the pressures themselves ensures we put the most energy into addressing the pressures closest and most likely to grow with time. It's a powerful focusing device, since some pressures will emerge as already distant and diminishing with time and therefore not worth long the allocation of long term management resources.



DESTINATION

How would the organisation look if each major impact was correctly managed over the next 3 – 5 years?

We now think outcomes, taking mental snapshot of total success. This gives us an advance view of the optimum outcome. It liberates us to devise, schedule and implement the steps capable of achieving the ideal outcome, which, by the way, is the only outcome worth planning for!



PERSPIRATION

What day to day processes will drive our activities in the direction of the long term, via the mid term?

Only actions that work towards achievement of the milestones are included here. And the only milestones that were previously included were those that lead to the final destination. This is powerful planning. It's a good feeling being in the home straight!

Where to from here?

We hope this brief window into the unique methodology that is Business Thinking Systems has aroused your curiosity. At very least, we expect you will have two questions:

Question 1: Can we prove it works as well as we say?

Question 2: Is it right for your particular industry, company, workgroup?

We'd like to answer your questions! We'd also like to ask some of our own. Our analysis for better business performance is a questionnaire that often produces answers well beyond just the core questions it asks. How? We'll explain that when you call!

What the critics say

Read what BTS clients are saying about their workshops!

"I have been involved with and have reviewed a number of management systems throughout my career and the BTS system is by far the best. It is simple, non-threatening and provided an excellent mechanism to deliver teamwork, effective management and efficient control."

Ross Breadman - Premier Care Australia P/L

"The Business Thinking System has enabled us as administrators to identify areas of strength and weakness and formulate systems to ensure we can achieve our goals through teamwork, prioritising and timelining. We now have in place systems designed to maximise our resources allowing us the scope to focus on growth and our future."

Lisa Taylor - Newcastle Knights Limited

"In those areas of the organisation where we have completed the 8 step process, there is a clear understanding of why we are doing things and what contribution those actions will make to the long term vision of the Corporation."

Bill Grant - South Bank Corporation

"The Business Thinking Systems process has provided our organisation with a cost-effective solution to the Stadium's needs with unexpected positive side effects."

Robert Walker - Parramatta Stadium Trust

"The focus your system provides is essential to the development of a strategic plan that is both motivating and practical. Many strategic plans seem to be able to supply the inspiration without recognising or allocating the perspiration needed to make them work. Such an augmentation to any plan must increase the likelihood of success."

Max Cowan - Panthers

"These issues clearly test the resolve, and commitment, of the business and its stakeholders to create an environment in which strategic planning becomes part and parcel of day to day operations."

David Purkiss - Purkiss Partners

