



WHERE DO YOU SEE YOUR BUSINESS IN THE COMING YEARS?

Are you struggling to answer this?

The economy is growing faster than it has done since the economic downturn - so now is the ideal time to plan exactly where your business is going and to fully grasp the opportunities on offer.

This also means that your competitors will be looking to take full advantage of these growing markets too. The globalisation of business and advances in technology and communications mean that protecting your hard won business is tougher than ever, nothing is guaranteed and your company needs to be fighting fit and ready to offer the best products and customer service in your sector.

Offering and promoting your very best, to succeed

Like many companies you have probably grown your business organically by expertly understanding your core products or services – but is your proposition as well defined to everyone else? Does it make sense to your customers, end-users and channel partners as well? Its crucial that everyone is clear on what you offer – and what you do better than everyone else. Any strategic planning needs to have this at its heart and identifying the right opportunities to grow your business is essential.

The businesses that will thrive in this post-recession growth will be those that recognise their strengths and apply them to their markets, offering customers what they want in terms of service and price and have their entire team focussed and enthused to make it happen.

Stratos will help you focus on your strengths and find the right development strategy

Stratos Management Consulting specialises in workshops that bring all the key parts of your business together, in what we like to think of as a round-table environment - where all relevant departments participate. In the real world your business relies upon input and support from its whole team – so its vital to ensure this is the case when developing the business strategy.

Stratos' workshops will help you to identify:

- The key dynamics of your markets
- The leading trends in these markets
- Your company's position in its industry

- The state of your competitors and their customer relationships
- Key factors in your ongoing success
- The risk/reward ratio of potential ongoing strategies
- Your short-term goals
- Your longer-term goals

All of these key factors will be used to formulate a Business Strategy Plan that is realistic and attainable – but that will drive your company forward for sustainable growth.

Stratos Business Strategy Workshops are designed for your specific business needs

Unlike some business consultants, Stratos' workshops are designed specifically for your business. We will offer recommendations based on your company and its team, rather than simply spouting generic business advice. Think of us as a natural extension of your business development team.

Our three-day workshops will first and foremost open up dialogue with your most valuable asset – your team. We offer impartial mediation of discussions, so all participants can offer honest feedback on an equal basis to give a true understanding of your business and its team.

The workshops also promote a common understanding of not only your present position but also your future direction. Vitally, this open discussion will leave your management team with the knowledge and tools needed to make informed everyday tactical decisions and keep the strategic growth plan on course.

Putting your destiny in your own hands!

Because your Business Strategy Plan will be developed by you and your team, it will be much easier for your whole company to implement it on a daily and ongoing basis.

Now is the time to grasp your future growth potential and ensure that your business has both the direction and the impetus to succeed in these exciting times. By engaging Stratos's services you will have a partner that you can trust, to ensure stability of your business planning, to give you impartial and honest advice and to help you seize your potential and win new customers ahead of your rivals.

Stratos' Business Strategy Workshops typically run over three days – but to minimise disruption to your ongoing operations, scheduling and the duration can be tailored to suit your specific requirements. **For more details on the workshop programme, or to book a consultation, please contact +44 (0)7847 356 044 or email admin@stratos-mc.com**