

The Genesis Strategy Genie

“strategy - at your command”



Why have a strategy?



Clear identification of growth opportunities

Direct link between goals and activities

Robust business in the face of turmoil

Optimal use of time and resources

Alignment of team with objectives

Tough decisions easier to take

A second reason to have a strategy

Often, it is important for us to persuade others of the robustness and potential of our organisation.

For instance:

Requesting finance from banks or investors

Selling the business to a third party

Merging or entering into a partnership

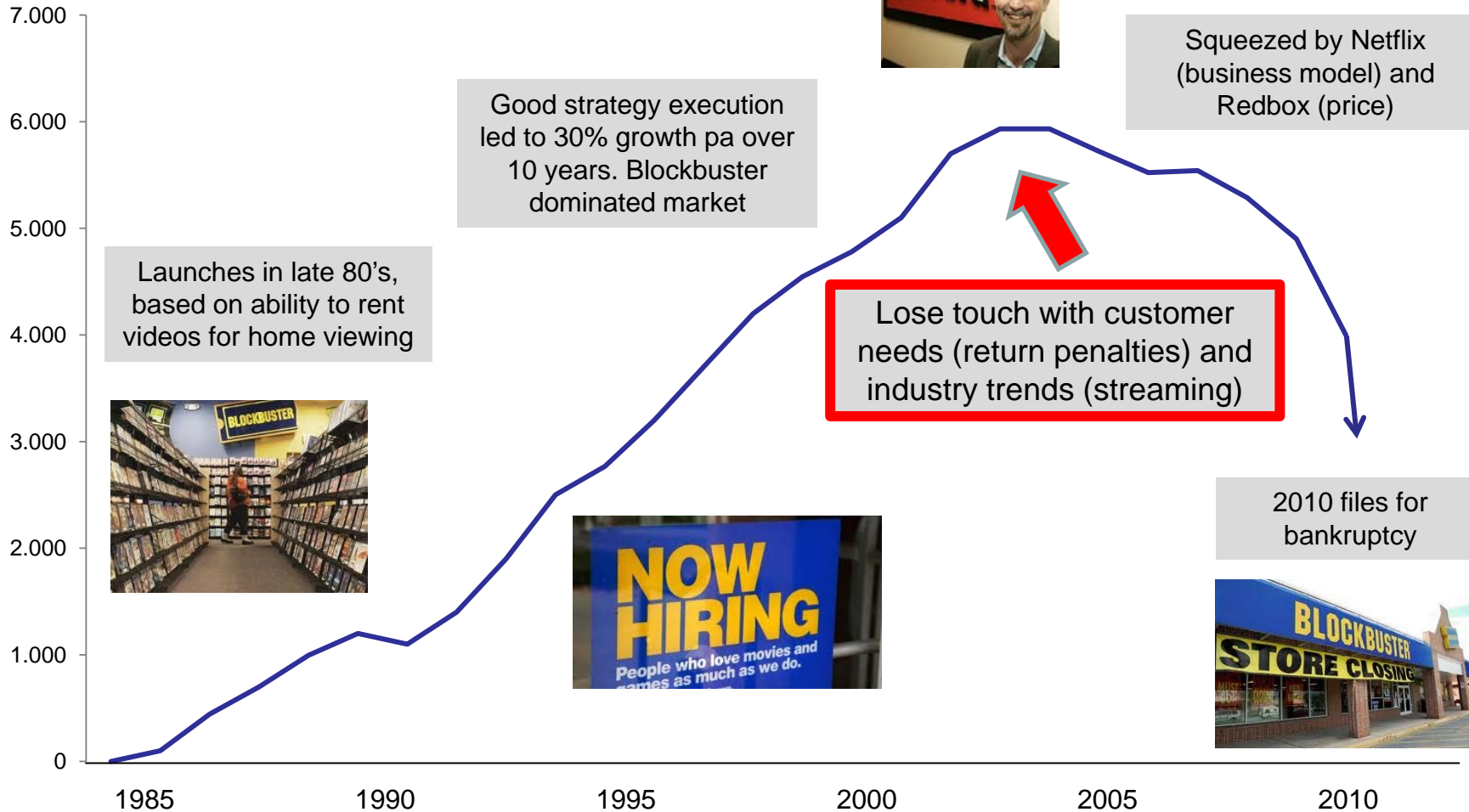
Hiring a new senior executive or Director



A clear strategy, together with the financials, is the core of a compelling proposal

Blockbuster case study: The risks of not thinking strategically ...

\$ millions



Does this look familiar?

I know we should have a strategy, but we just cannot find the time

We are not huge, do we need the same type of strategy as a multinational?

Our backers keep pushing us for a strategy document

Frankly, I don't really know where to start the process!

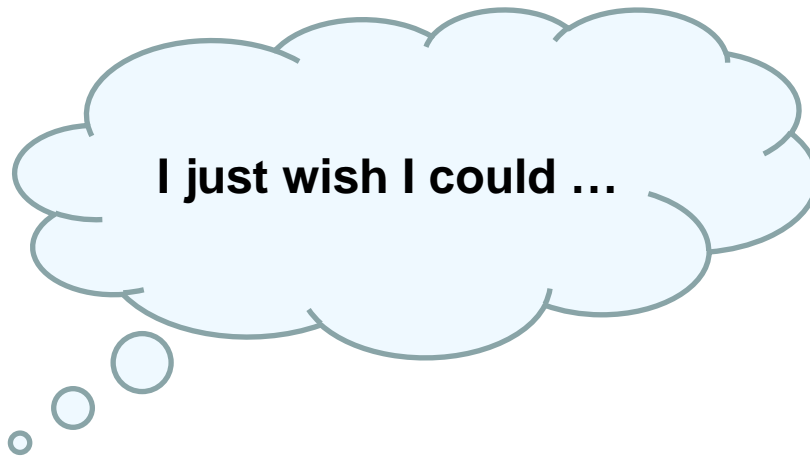
I'd like to hire a consultant, but probably can't afford a decent one

I'd prefer to have someone coach and support us through the strategy.



I don't think we know half of the risks and opportunities facing us

You are successfully running a medium-sized business but have been too busy with the operations to put time into strategic thinking



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"Genesis Genie"

What is the Genesis Genie?

A facilitated process that will support you in crafting or refining a strategy for your organisation.



"Genesis Genie"

Customized for your specific needs

Facilitated by seasoned strategy experts

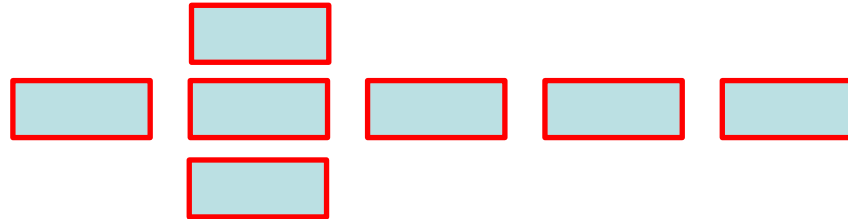
Supported by world-class software tools

Delivered remotely (web and phone)

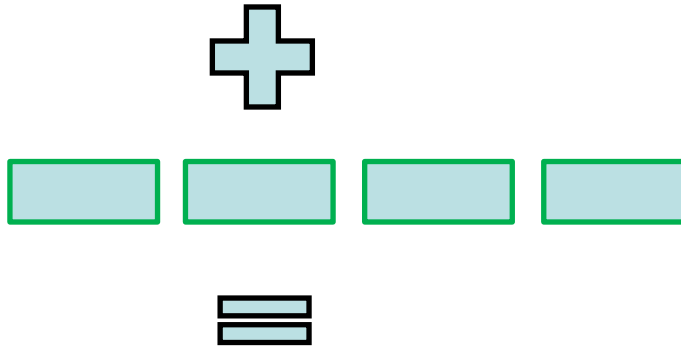
Driven by you (process and timing)

What is the Genesis Genie?

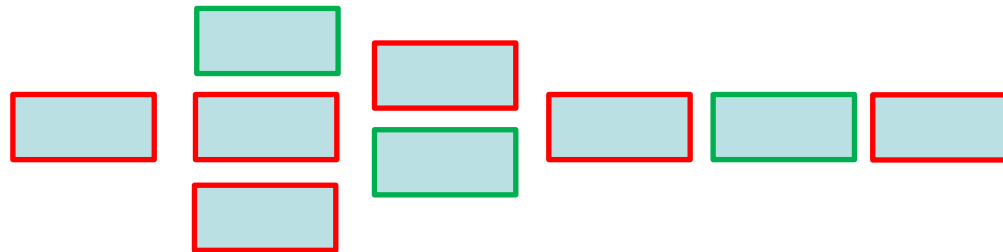
A core strategy process



**Menu items
eg scenario analysis**

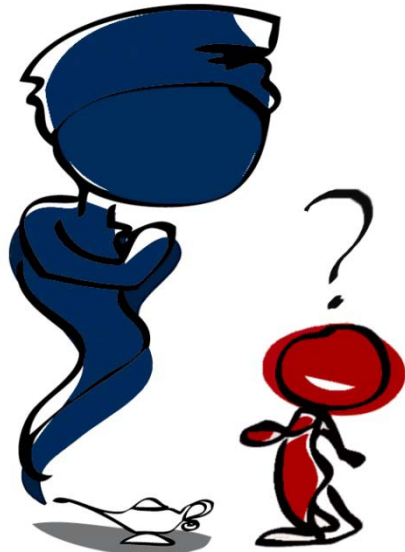


A customized process



What is the Genesis Genie

You obtain “core” support as part of the basic offer



"Genesis Genie"

Core process support:

- Facilitating and documenting the process
- Strategy coaching
- Decision support
- Workshop design

Core technical support

(examples – not full list)

- Objective setting
- THOUGHTstream (inputs from team)
- Structuring analysis
- Strategy development
- Running underlying software

This support will be delivered by a strategy expert

What is the Genesis Genie

You may also select **additional support**

Additional process support:

(examples only)

Workshop facilitation (on-site)

Creativity & innovation sessions (on-site)

Development of strategy presentation material

Additional technical support

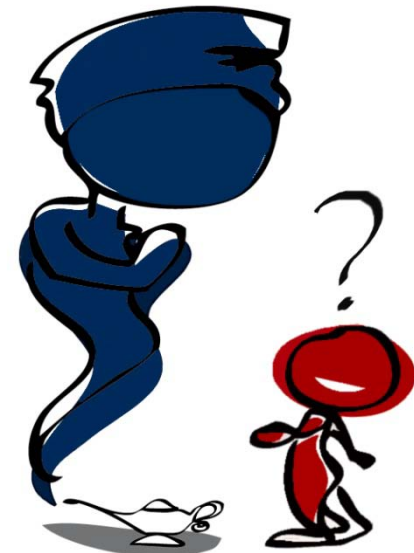
(examples – not full list)

Customer survey

Industry expertise input

Financial analysis

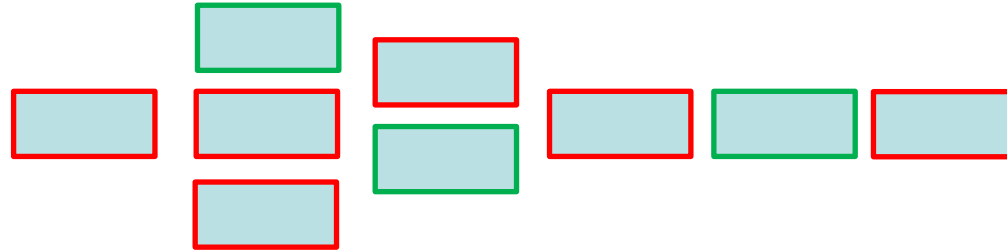
External trend analysis



"Genesis Genie"

The Genesis Genie: collaborative design

A customized process



Customized support



"Genesis Genie"



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"Genesis Genie"



"Genesis Genie"

What does it cost?



Strategy development is an investment, not a cost

The Genie has been designed to be a high value, low cost approach.

Your process will be structured around needs and affordability.



How do you get going?

No charge

Initial meeting



**Proposal:
Recommended
process &
logistics**



**Undertake
strategy
development
process**



**Details in appendix / on request
Genie web-site at Genie**

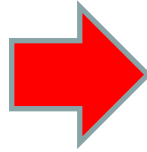
**Mail us now for further details or
to set a time for an initial meeting**

Genie@genesismc.co.uk

Summary



You get a strategy,
clear direction and
an action plan



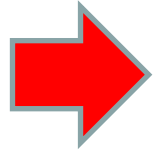
Where are you going?
How will you get there?
What are the strategic issues?
What must be done?
How do you measure progress?

You drive the
process and timing



What is included in the process
Who is involved
How long must it take
How much effort you put in
How much it costs

You receive high
value for money



Expert strategy input
World class tools & technology
Tried and tested process



Genesis Management Consulting

*“improving lives
through better decisions”*

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Note: Genie design by:
Juan Oleaje

<http://juanoleaje.blogspot.com.es/>

Appendix



"Genesis Genie"

How does it work?

Initial meeting

General business background
Relationship building
Clarification of process, inputs and outputs
Client-specific requirements
Organisation structure and executive team
Timing and digital logistics
Financial and other resource constraints
Confidentiality and intellectual property

Proposal: Recommended process & logistics

Undertake strategy development process



How does it work?

Initial meeting

**Proposal:
Recommended
process &
logistics**

**Undertake
strategy
development
process**

Objectives and deliverables
Detailed process plan
Timing and milestone dates
Associate support
Delineation of responsibilities
Resource requirements including pricing



How does it work?

Initial meeting

**Proposal:
Recommended
process &
logistics**

**Undertake
strategy
development
process**

Teleconferences between consultant and client.
Supported by screen-sharing and cloud-based file sharing
Client drives agreed process with his team.
Challenges and issues discussed.
Process, ideas, conclusions and outputs captured by Genie.

