

Genesis Management Consulting Limited

Introducing ...
The Genesis Strategy Genie
“strategy - at your command”



Why do you need 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
- Persuade others of business potential
e.g. seeking investors, partners, capital ...



But

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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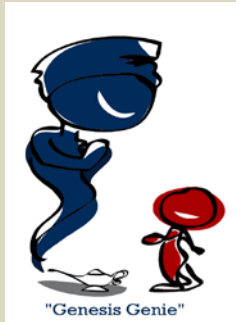
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*“improving lives
through better decisions”*

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The solution: The Genesis Genie

“strategy - at your command”



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

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)



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



**For more details, view the Genie
web-site at Genie
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