

# Genesis Management Consulting Limited

*"Improving lives through better decisions"*

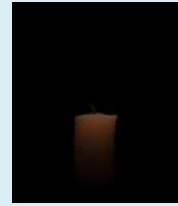
## The challenge:

There are many people in your organization who could give great input into the strategic thinking of the organization, for any number of reasons such as:

- > Proximity to customers or distributors
- > Deep understanding of operations
- > Have worked for a competitor
- > Hold a different (non-Exco) perspective



**But** they do not sit on the Exco or strategy team, and so never get the chance to offer their ideas – or perhaps only after the fact when they are asked to implement the plan



## Imagine ...

if you were able to give your Exco a concise summary of the thoughts of your brightest and best resources as input to their strategic thinking ...



## Now you can!

Genesis Management Consulting have teamed up with a leading technology company: THOUGHTStream, and designed a tool **INSTRAT** to assist you to do this quickly, efficiently and remotely – no matter where your best and brightest are located.

Click for 2 minute  
THOUGHTstream video



## The benefits?

- Better utilisation of the "brain power" of the full organisation
- Getting fresh perspectives and creative ideas to stimulate and challenge strategic thinking
- Obtain greater support from the organisation because they know they have been listened to

*Ultimately crafting superior strategies and taking better decisions*

*– the basis to your competitive advantage!*



More details at [INSTRAT process](#) or contact Simon Gifford at [sgifford@genesis-esp.com](mailto:sgifford@genesis-esp.com) to discuss how we can assist you to generate insights from within your own organisation.

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