



MANAGING AND SHAPING THE FUTURE

MISSION



“To help our clients challenge today’s certainties, shape the future, and manage the transition with a targeted and practical action plan for the coming 10 years and beyond”.

PURPOSE



- ✘ Identify long-term trends
- ✘ Develop strategies and action plan to ensure successful transition and position in 10-15 years from now

GOALS

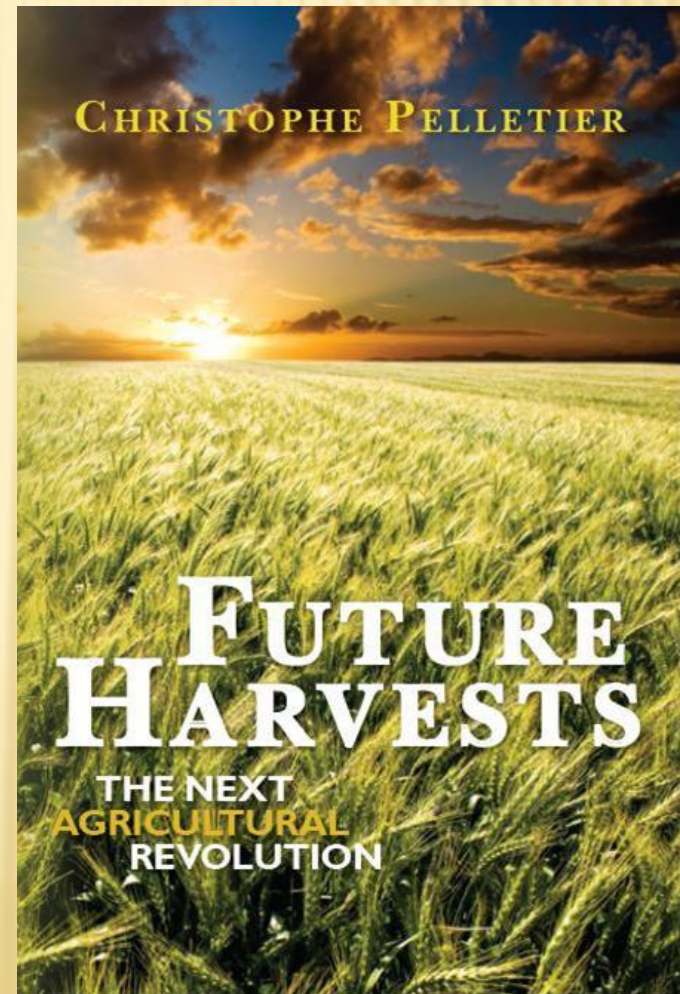


- ✘ Capitalize on long-term strengths
- ✘ Eliminate/reduce weaknesses
- ✘ Turn opportunities successfully into competitive advantage
- ✘ Anticipate and reduce exposure to threats

APPROACH



Approach follows the SIMPLE principles as described in the book Future Harvests



THE SIMPLE APPROACH



- ✘ Sustainability
- ✘ Innovation
- ✘ Market Orientation
- ✘ Pragmatism
- ✘ Leadership
- ✘ Efficiency

STEPS



- ✘ Analysis
- ✘ Vision
- ✘ Objectives
- ✘ Strategies
- ✘ Action Plans

SCOPE OF ACTION



- ✘ Identification of the problem(s) to solve
- ✘ Definition of desirable new situation

ACTION PLANS



Action plans follow the SMART approach:

- ✘ **S**pecific
- ✘ **M**easurable
- ✘ **A**mbitious
- ✘ **R**ealistic
- ✘ **T**ime bound

IMPLEMENTATION



- ✘ Determination of performance indicators
- ✘ Timing of milestones
- ✘ Set-up of progress control system
- ✘ Determination of resources (financial, human, material, input, etc...)
- ✘ Allocation of responsibilities and accountability