



STRATEGY WITH GRIP

Mobilising the entire organisation

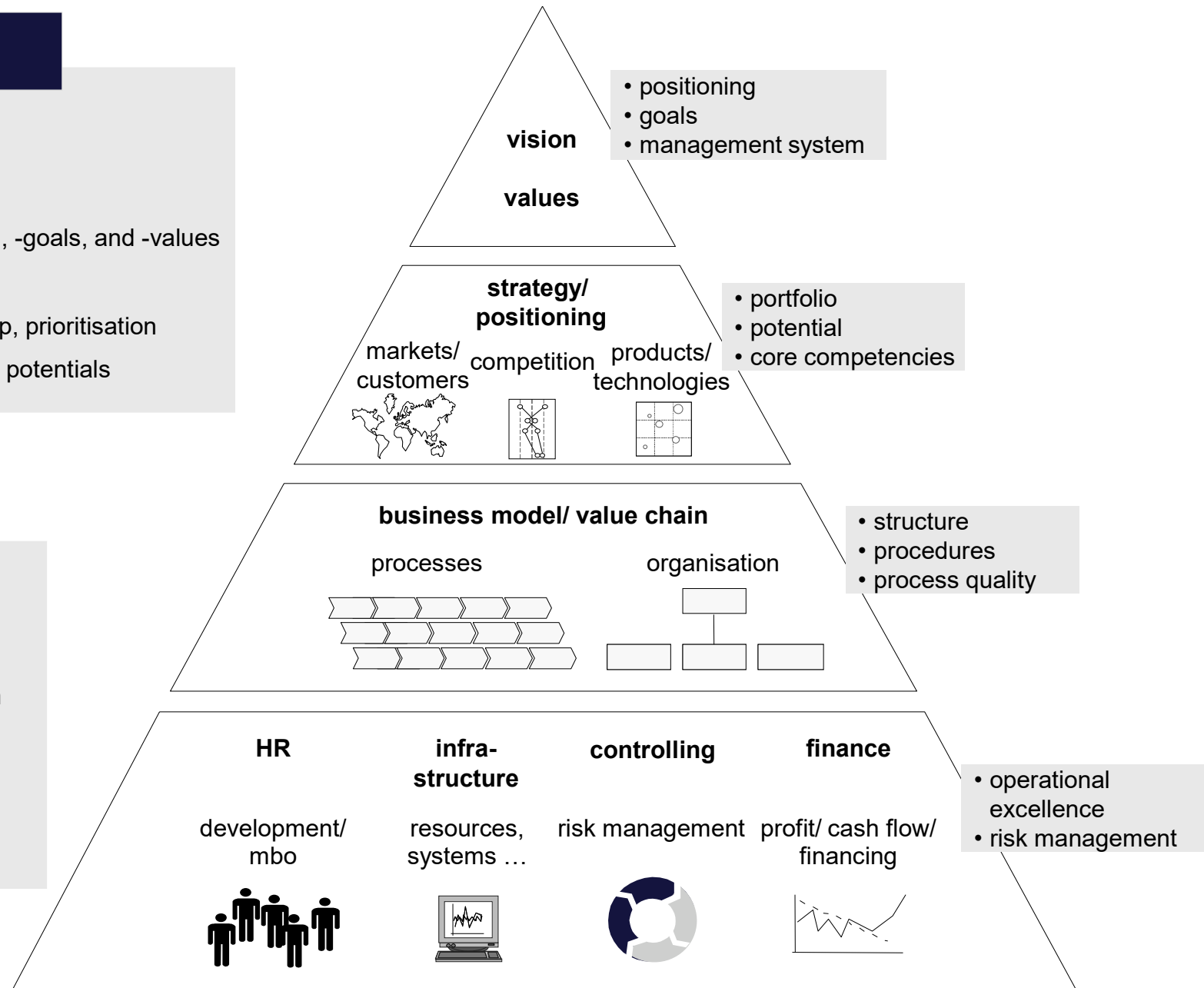
Strategic alignment based on holistic approach

Initial situation

- Information gathering
- Evaluation of current positioning (SWOT-analyses)
- Development of the corporate vision, -goals, and -values
- Development of core competencies
- Determination of a strategic roadmap, prioritisation
- Definition of growth possibilities and potentials

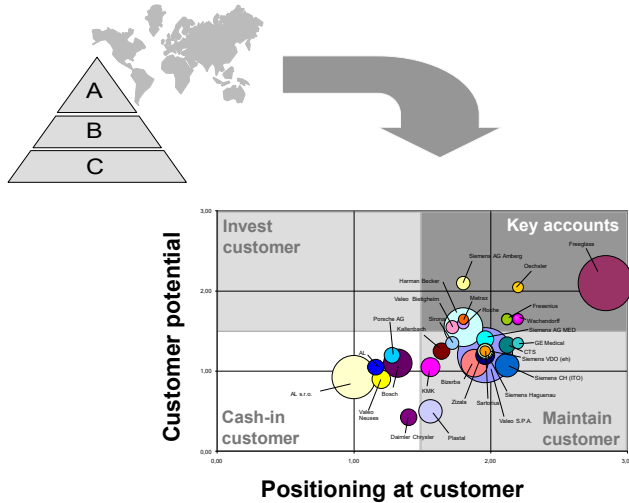
Initiating actions

- Definition of action program
- Organizational realignment/ processes, strategic business units
- Coherent planning system (mid-term plan => Business Plan)
- HR development concepts
- Mobilisation top-down incl. communication



Determination of own positioning and areas of growth

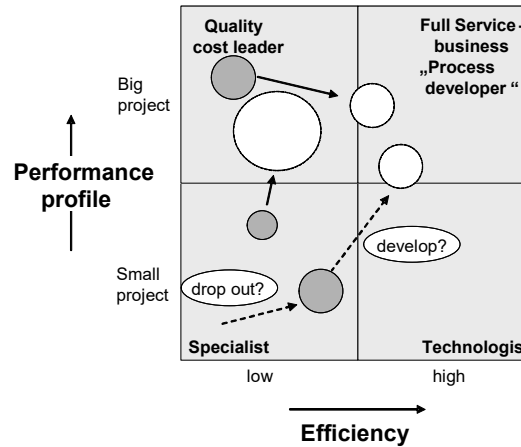
Market segmentation and customer clustering



- ABC turnover-/ margin analyses
- Turnover/ profit structure
- Market potential by costumers
- Review of market development
- Identify future “key customers”

Develop the right customer

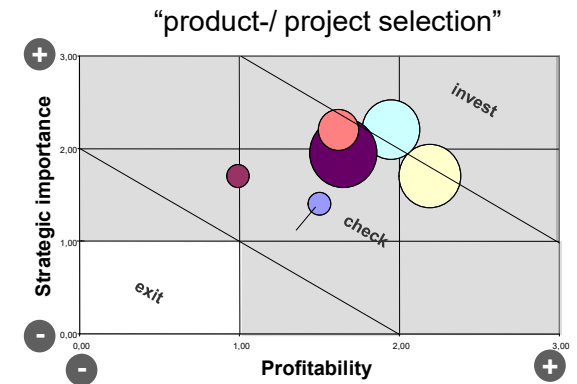
Positioning and growth areas



- Identify growth potentials, evaluate performance gaps
- Determine competencies and development path
- Positioning, business model and resources required
- Check coherence

Clarify positioning, realign strategy and market development

Product- and technology evaluation

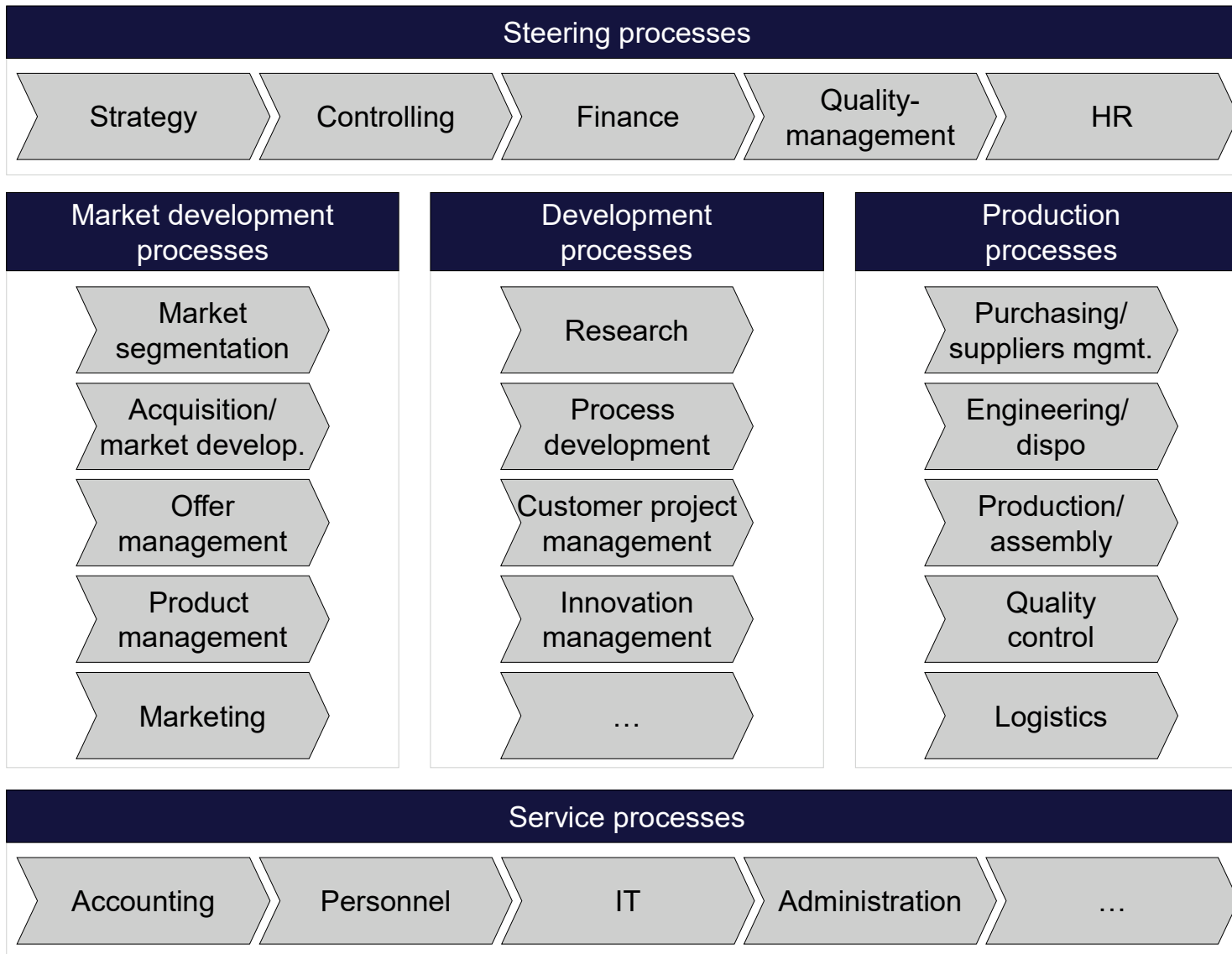


- Clarify strategic importance
- Assess market relevance, analyse customer position
- Evaluate economic situation of technologies and applications
- Define technological prerequisites

Adjust performance profile and eliminat loss-makers

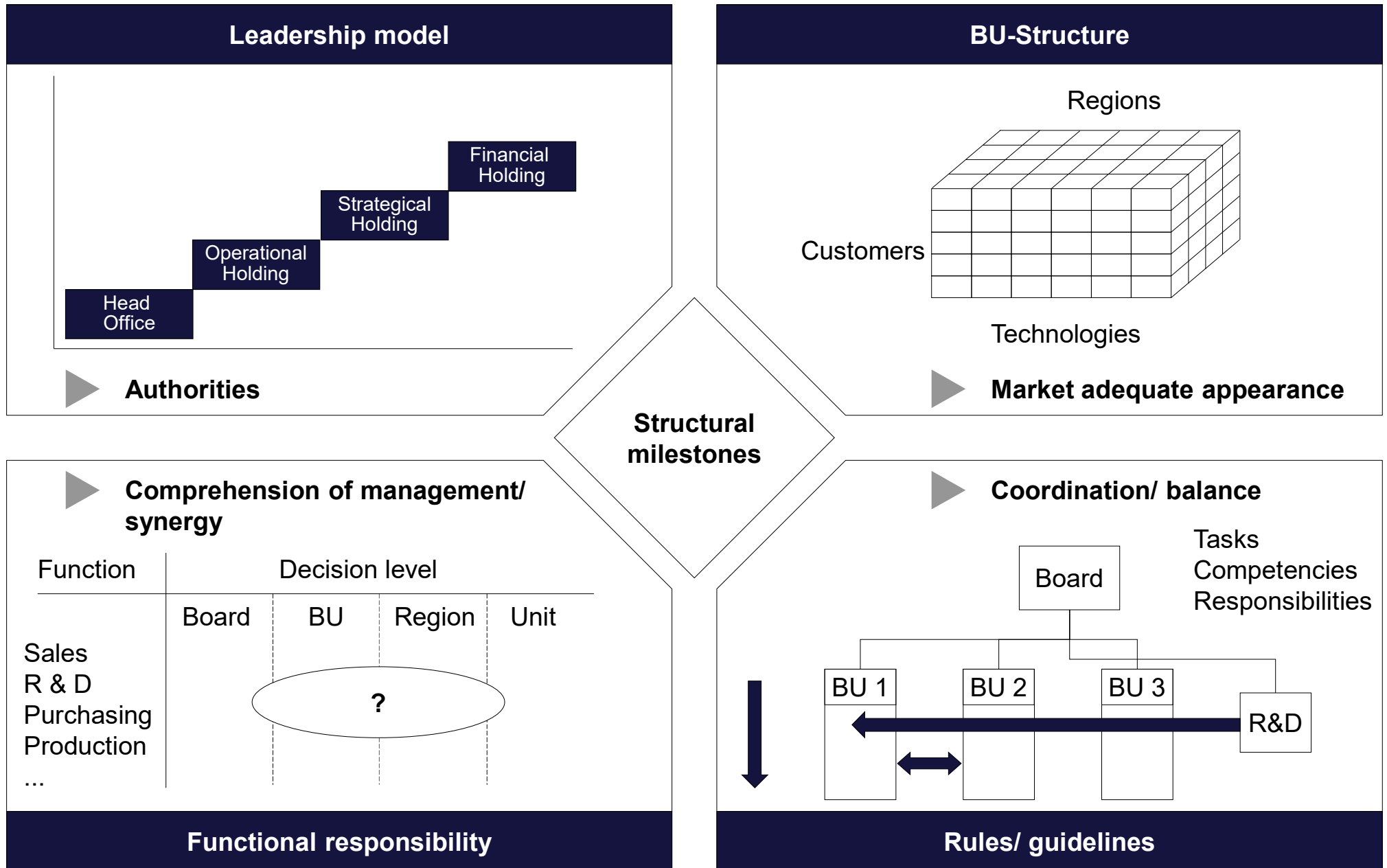
Evaluate strengths/ weaknesses across the value chain

“Map of process”

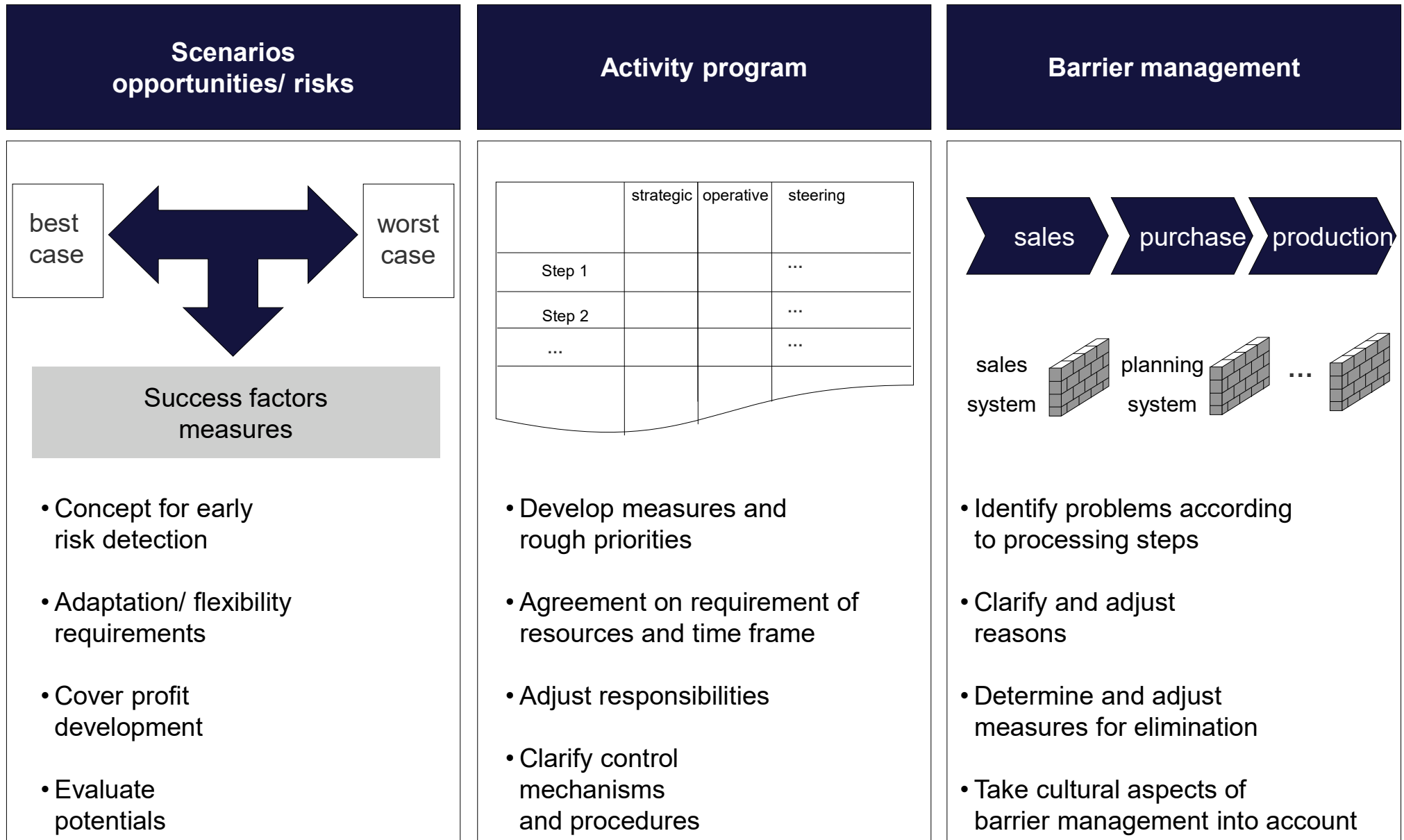


- Process standards
- Information flow
- Responsibilities
- Communication/ understanding process
- Transparency about performance requirements internal/ external
- Quality of cross functional/ sites cooperation
- Quantitative resources and process cost

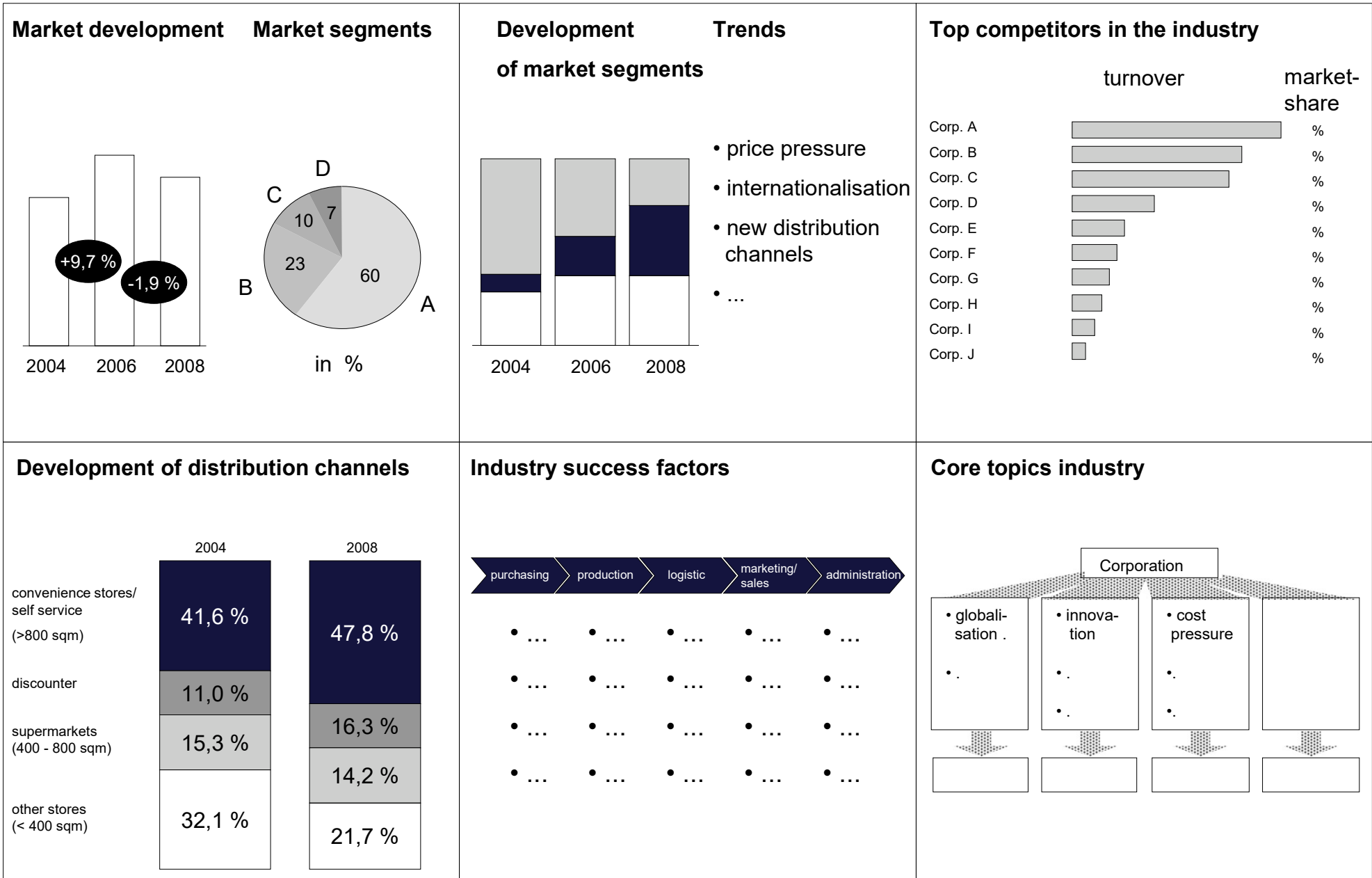
Optimising organisational structure as platform for growth



Preparation of systematic implementation, clarification of scenarios



Carry out industry analyses focused, pragmatic and real-time



ADMETAM know-how and project management ensure results

Mobilisation phase

Steering of project organisation

- ADMETAM partner/ director manages project directly
- Seniority in project team
- Lean project structure
- Structured master plan
- Projects/ work packages

Board meetings rather than steering committees (situational)

Steering committees

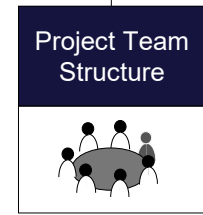
- (Board of) Management
- ADMETAM Partner/ Dir.

ADMETAM know-how

- ADMETAM-Network of specialists
- ADMETAM-Back Office

Core project team

- Project management client
- Project management ADMETAM



Project Sample

Project management and operational implementation

Acceleration of project roadmap

- High impact and high commitment through direct integration of line and business unit managers
- Reporting adapted to situation, no formalism
- Clear definition of milestones
- Permanent transparency

Activities	Week	Setup	1	2	3
Preparation/ Screening		[Bar]			
Kick off		▲			
Transparency act. situation		[Bar]			
Rough concepts/ potentials			[Bar]		
Implementation plan/ next steps					[Bar] ▲

Project Sample

ADMETAM-Publications

- We would like to have a formal presentation of the subject „Strategy with grip “

We are interested in other ADMETAM topics:

- Market-oriented restructuring
- Effective project management

Fax reply to: + 49 (0) 69 95932 5200

Address:

Company: _____

Name, first name: _____

Job title: _____

Postal code, city: _____

Phone: _____

Fax: _____

E-Mail: _____

ADMETAM Business Consultants GmbH

The Squire 12
Am Flughafen
D - 60549 Frankfurt/ Main

Phone: +49 (0) 69 95932 5028

Fax: +49 (0) 69 95932 5200

Mail: contact@admetam.com

Contact

Dr. Armin Mueller
Managing Partner
a.mueller@admetam.com

Dr. Manfred Puhlmann
Partner
m.puhlmann@admetam.com

Website: www.admetam.com