

Strategy in a Cold Climate

Strategy in a Cold Climate is the blend of a proven strategy process '**One Page Strategy**' (OPS) and traditional **Performance Improvement** programmes. It is particularly appropriate in today's climate where the future is uncertain and short term actions are needed to maintain profitability or perhaps, even, to survive.

In the Czech Republic, companies have not experienced the longer term consequences of recession and may need guidance from specialists who have successfully dealt with these problems over the years.



Strategy in a Cold Climate is designed for 'Business Units' i.e. SMEs, satellites of foreign businesses and divisions or departments of larger corporations. The programme takes place over a period of between **three to six months**.

OPS is not a 'handed down' solution but is built up by the organisation itself (clients 'Top Team') guided and led by consultants with considerable track records. Client commitment is high and consultant cost is modest compared with the short and longer term financial benefits.

The OPS process identifies the organisation's **key issues, ambitions, values, strategy and action plans** in a series of three to five workshops. Within this, emphasis is placed on early implementation of **performance improvement** and **cost saving** projects.

Company managers who are committed to the Strategy in a Cold Climate process can expect almost immediate payback and substantial longer term benefits. The process is quite different from the 'slash and burn' panic measures that can be seen throughout the Western economies at the present time; it can ensure continuing profitability, growth and competitive advantage in these trying times.

OPS has been applied to more than 100 companies, 20 or more in the Czech Republic covering both, manufacturing and service companies across a variety of industries (manufacturing, utilities, financial, telecoms, etc.)

Perhaps you feel that your business needs a strategy overhaul? If so, please contact us to discuss how our experience and results could transform your short and medium term prospects.

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