



Strategy Development

What's involved?

mission and values

Describe what your organisation is attempting to achieve and what matters to you.

assess current position

Review customers, competitors, market trends and all aspects of your business.

evaluate opportunities

Identify and evaluate opportunities; decide the best balance of risk and reward.

develop customer value propositions

Develop distinctive customer value propositions to take the focus off price by explaining the superior value of your offering.

align resources

Ensure that departments and individuals have sufficient resources and are all working towards the same goals.

communicate the strategy

Make strategy everyone's job. Ensure that the links between departmental plans and organisational plans are accepted and understood.

monitor the strategy

Identify and measure the key areas of business performance which enable the strategy to be realised - including difficult to measure soft

Strategy should be simple but it's rarely easy. All too often the challenges of strategy development and implementation result in a business as usual approach, incrementing the previous plan by 10%.

Strategy is the pattern of ideas connecting the present with the future. More specifically, strategy describes how an organisation creates value for shareholders, customers and employees. The reason why strategy is so important is that it determines how resources such as time, effort and money are allocated.

Simple strategies generally work best, but identifying these and achieving the most effective resource allocation is rarely easy.

Aligning resources

The allocation of resources needs to be aligned to make the most profitable use of them. This may sound obvious but it can be very challenging in practice. For example, departmental activities such as production, human resources and marketing need to be aligned not only with each other, but also with the business plan as a whole.

A misaligned organisation is like a misfiring engine; it probably still runs but it's not particularly efficient and it's likely to break down.

Risk, return and corporate governance

Most organisations have a strategy of sorts but it is often implicit, weak or disconnected. From a corporate governance perspective, a good strategy results in an appropriate balance of risk and return.

Strategy development

Strategy development requires discipline and objectivity. The leadership team normally develop the organisational strategy and individual departments prepare functional strategies. An integrated, cross-functional approach ensures that plans are aligned and promotes understanding throughout the organisation.

A variety of techniques can be used to develop and describe strategy ranging from traditional business plans to graphical representations such as strategy maps.

The ability to measure progress is key. After all, if you can't measure it, you can't manage it.

Choose your level of support

We can work with you at a variety of levels, as appropriate to your business:

- coaching - supporting and helping bring structure to the process of strategy development
- facilitation - workshop-based strategy development for the leadership team and functional teams
- facilitation plus - as above but enhanced by additional services such as customer surveys, leadership development or change management

Government grants

Nova Connection is a Registered Learning Provider and is listed in the government-funded Learning Directory. As such, qualifying organisations may be able to obtain Train to Gain government grant support for Executive Coaching.

Our customer value proposition

We are flexible and will tailor our service to your needs. We will avoid academic jargon but will make use of world class models and techniques. As a small organisation, your business really matters to us; we promise value for money and a high quality, professional service.

Strategy Maps

Strategy maps describe and communicate strategy. They are powerful tools which tell the story on a single page. Strategy maps can be used for developing and reviewing strategy as well as ensuring alignment of resources. Their elegant simplicity means that gaps and oversights are quickly exposed.

A strategy map describes how an organisation creates value by connecting strategic objectives in explicit cause and effect relationships.

Strategy maps can be produced at organisational, departmental and even project level. They provide an excellent snapshot of strategy and are supported by measurable objectives and initiatives.

Strategy maps enable organisations to:

- clarify strategies and communicate them to employees
- identify the key internal processes which drive success
- align investments in people, technology and organisational capital for maximum impact
- expose gaps in strategies so that early corrective action can be taken

Balanced Scorecard

The balanced scorecard (Kaplan and Norton) is a performance management system that enables organisations to implement a business vision and strategy.

The measurement focus of the scorecard forms the basis of a strategic management system enabling the organisation to:

- clarify and translate vision and strategy
- communicate and link strategic objectives and measures
- plan, set targets, and align strategic initiatives
- enhance strategic feedback and learning

Executive Coaching

Executive coaching is an investment which enables individuals to raise the bar. By providing 1:1 coaching support, strategic planning can be greatly enhanced. For example, best practice can be shared, constructive critique can be offered and a confidential *sounding board* can be provided.

Executive coaching is not just for individuals; boards of directors and leadership teams can enjoy the benefits and become much more effective than the sum of their parts.

Why Nova Connection?

- Experienced strategy, marketing and change management consultants
- We bring a mix of business and behavioural expertise, gained over 30 years
- Accredited users of a range of world class tools including the Myers-Briggs Type Indicator and the Human Synergistics diagnostics
- Commitment to customer care; references can be found on novaconnection.com
- ISO 9001 quality assured



Nova Connection has been accredited to the ISO9001 quality standard since 1992.

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