

Strategic Drivers

Emerging markets present an expanding set of opportunities. There are a number of drivers that will create these opportunities for organizations willing and able to think strategically and take advantage of structural changes and market behavior.

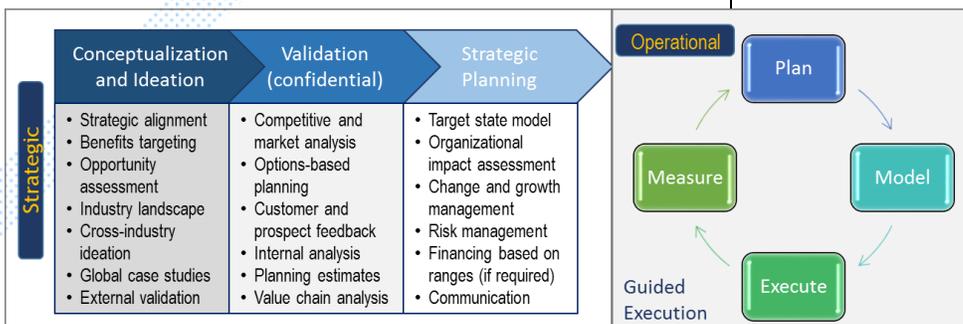
- ▶ Ongoing deregulation creates initial competition
- ▶ Growth of the emerging economy makes investment into future outcomes attractive
- ▶ Competitors entering markets put pressure on both incumbent firms and companies contemplating entry into markets
- ▶ Previously deregulated global markets provide examples of possible business and operating models
- ▶ Foreign models cannot be adopted directly as the emerging markets are unique in many respects
- ▶ Best practices, as well as lessons learned from mistakes, can accelerate strategy formulation, strategic planning and operational execution

Actionable Strategies can provide clients in newly deregulated industries with the knowledge, business experience, techniques and technical expertise required to realize significant benefits. The end-to-end capabilities available to clients ensures that strategy links directly to successful execution.

Actionable Strategies has extensive credentials and practical experience in helping organizations create and execute successful and sustainable strategies. These strategies can be put into action even as market and regulatory conditions evolve.

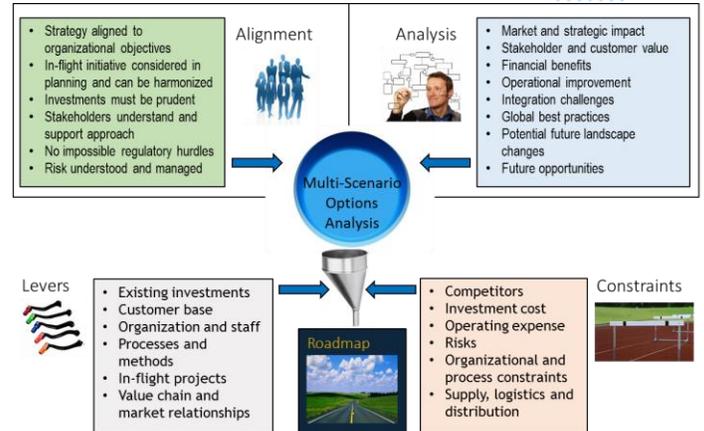
Engagement Structure

Actionable Strategies uses a proven and structured approach to formulate a strategic and drive successful execution. The basic process is outlined below.



Collaborative Approach

Actionable Strategies collaborates with clients to formulate a strategy that is realizable and not academic. By working with executives and front-line leaders, acceptance and alignment are fostered while objections are unearthed early in the process.



The strategic planning process is outlined above.

The roadmap consists of a series of deliverables including a target state model. Stakeholders across the organization as well as external parties to the value chain are included in the planning and roadmapping process. Examples of stakeholders:

Internal	External
Leadership	Customers
Sales	Regulators
Field organization	Financing sources
Service	Government entities
Operations	Suppliers
Board/Shareholders	Distributors
Finance and HR	Vendors

Actionable Strategies' Value

Actionable Strategies applies proven strategies and techniques so clients can maximize opportunities while minimizing investment, cost and risk. Our consultants have proven experience in strategic planning and development in the U.S. and other global markets.