

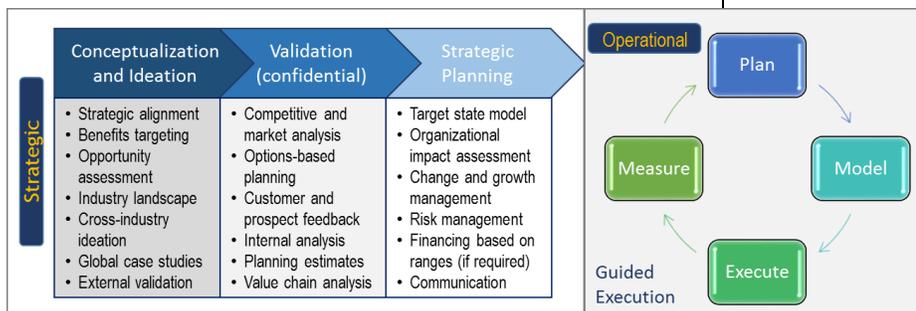
Strategy Formulation: Benefits

Executives drive organizational success beginning with a well-defined strategy. Intelligent and highly competent leaders seek outside counsel to expand their thinking and validate their assumptions.

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.

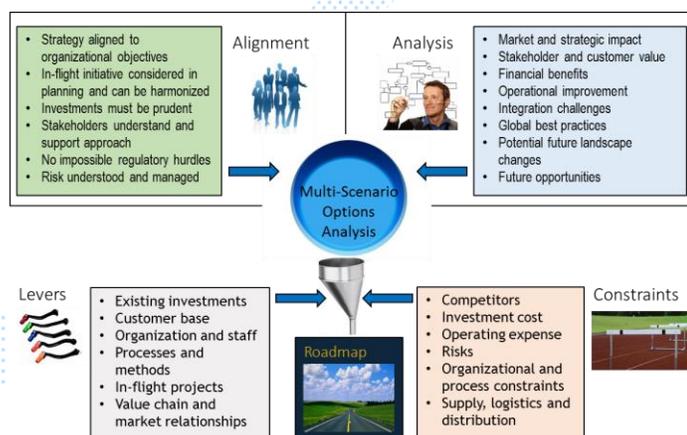
Engagement Structure

Actionable Strategies uses a proven and structured approach to formulate a strategic roadmap 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 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.

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.

Relevant past experience includes the following:

- ▶ Market entry strategies in high growth industries and in emerging markets
- ▶ Growth strategies and profit optimization in mature industries
- ▶ Competitive analysis in rapidly changing global industries
- ▶ Marketing strategies in complex solutions involving both product and services
- ▶ Product strategies differentiating offerings to achieve higher margins and market share
- ▶ Sales and distribution channel modeling to ensure sell through and benefits realization against revenue plans
- ▶ Strategic business development to achieve initial market penetration

Engagement Model

Actionable Strategies collaborates with client leadership to formulate strategy and guide execution. By providing transitional advice and counsel as clients implement breakthrough changes, Actionable Strategies ensures that all of the factors necessary for success are applied. The ultimate objective is to create a self-sufficient organization capable of sustaining growth.

For details on how we can help you formulate and execute an effective strategy, please contact your Account Manager.

The strategic planning process is outlined above.