

Our firm

ROCG is an international consultancy with offices in USA, Canada, United Kingdom, Ireland, Australia and New Zealand. Our emphasis is on bringing growth and success to Privately Owned Growth Enterprises. No other consultancy in the world is focused on providing solutions to this critical segment – your segment, of the business market.

Global reach, local delivery

The international presence of ROCG gives us a breadth and depth of knowledge and experience to bring to every engagement. Through this network of over 150 qualified consultants, we can draw on the knowledge of experts around the world who have experience in the type of work you are considering today.

Based on our experience, no business problem is unique – it has been solved somewhere before. And we can bring that experience to you to ensure we provide you with the right solution to satisfy your specific situation.

Our consulting philosophy

Our goal is to help **clients** achieve superior performance and build sustainable value for their business. This approach involves:

- Bringing **clarity** and insight to current business issues
- **Creating** solutions that deliver actionable outcomes
- **Communicating** throughout the process to ensure stakeholder involvement
- Supporting your organization through the **changes** required for success.

π Profit: You might measure this in monetary terms, value generated or satisfaction gained!

We have a range of proprietary consulting products and processes that we use at each stage of the consulting cycle to ensure that we deliver the right solutions for your enterprise.



Why you need to do this

Pathfinding is critical to every business. It will give your business a new direction. It will bring your team together. It will help guide management decisions. It will allow consistent decision making. It will create shareholder value.

We hope you will decide to pursue this critical activity. We have extensive experience doing this type of work in your industry and can support you in making it a success.

ROCG Rose Consulting

Level 5, 150 Albert Road
South Melbourne
Melbourne Victoria 3205
E nathan.rose@rocg.com
T +61 3 9696 4650
F +61 3 9690 9538

www.rocroseconsulting.com.au

ROCG

ROSE CONSULTING



Pathfinding Your Business™

If you don't know where you're going you'll never get where you want to be.

Every business needs to be steered towards a documented vision. Without a vision and the drivers to achieve it a business is just like a cork in the ocean, at the mercy of the tides, winds and waves.

Pathfinding your business delivers the future into your hands.

You'll never be in a position to lead while you're busy responding to external changes. A better way is to develop a set of scenarios for the future of your business, then select the best one and create a roadmap to get there.

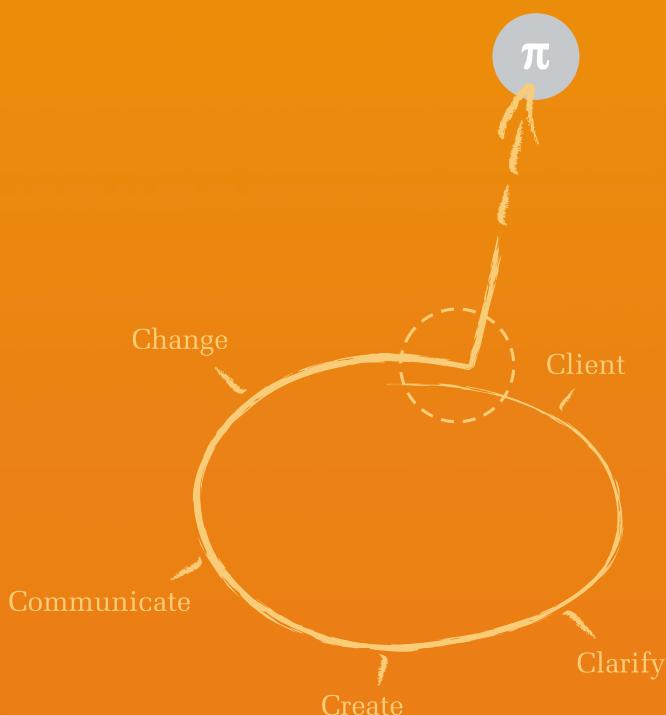
This is 'pathfinding your business' and it works!

Your Vision – where the business is going

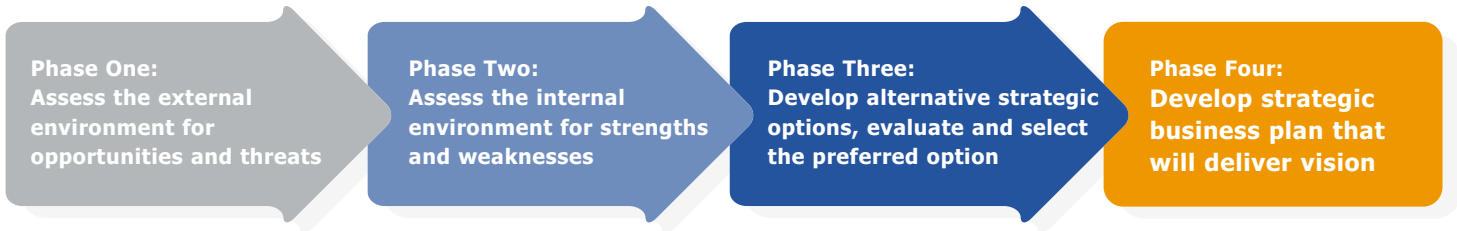
Your vision establishes goals for the business. It allows a consistent basis for decision making, helps create a positive culture within the business, and unifies the team. It establishes where you are today, defines where you want to be in the future, and works back from the future to the present to identify the steps that achieve your vision.

Your Strategy – how the business gets there

A strategy is a way to achieve the vision – a pathway to the final destination. Each possible strategy has to be identified and explored before the best can be chosen.



Our four phase approach to Pathfinding Your Business™



Phase One: Assess the external environment for opportunities and threats

Pathfinding begins with an assessment of the external environment because all businesses are subject to its influences. You may not see the changes on a day to day basis, but sometimes big changes can be happening and you may only discover them after they've happened.

Phase Two: Assess the internal environment for strengths and weaknesses

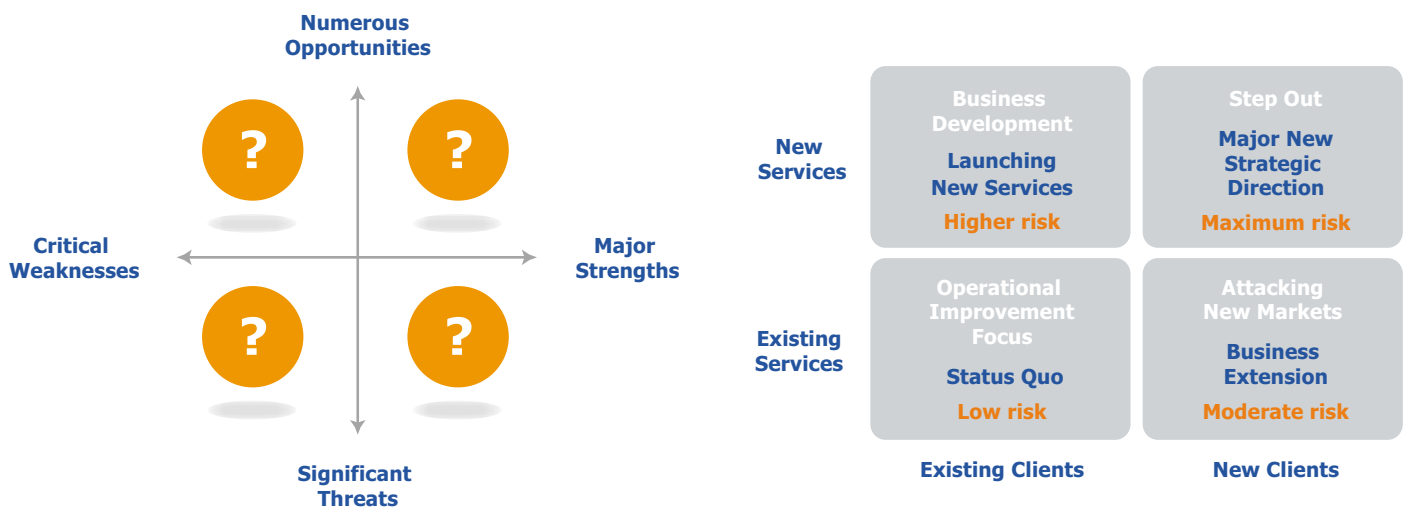
We make an assessment of the strengths and weaknesses of the business by looking holistically and functionally at the business.

- We review the external and internal environments
- We assesses the integrity of the strategic direction and the operational performance of a business

Phase Three: Develop alternative strategic options, evaluate and select the preferred option

We create a range of strategic options using the opportunities and strengths identified in phases one and two of the Pathfinding process, and then evaluate each option to identify the preferred way forward.

What is the current strategic position of your business? **Filter brainstorming ideas with regard to your risk profile**



Where your business lies in terms of the overall balance of internal strengths and weaknesses is the first component. The second component is how well the firm is positioned with respect to the potential opportunities and threats that have been identified.

Brainstorming 'out of the box' ideas generates new directions

Strategic options are generated by conducting brainstorming workshops with a cross section of your team members and/or key influencers that debate how the business can exploit every opportunity that lies before it. Threats are looked at in terms of how they can be mitigated and what impacts they might have on the business.

Businesses should not pursue high risk options when they are not in the position to do so. Businesses in a strong position will effectively underperform if they don't exploit the strengths and opportunities that face them.

Evaluating options

Evaluation criteria are applied to the most promising options after filtering so that the best course for the company can be chosen. We then rate each strategic option against the nominated criteria.

The key outcome is the preferred option

Phase Four: Develop a strategic business plan to deliver the vision

The last step in pathfinding your business is to take the preferred strategic option and build a strategic business plan around it that outline goals for each functional area which will ensure that the business vision becomes a reality

The Strategic Business Plan Outline

There are seven strategic goals that we will establish to support the new model. These seven goals can be split into drivers that contribute to the bottom line of the business (marketing, product/service, finance) and enablers that support the primary goals and vision of the business (sales, people, culture, systems and processes).

After we determine where you want to be we need to develop the right strategies to get you there. During the process we determined where the business is today and where we want it to be. Now we develop the business plan to get it there.

Contents of a Strategic Business Plan

The strategic business plan starts with setting the vision that outlines the business model. Then we define goals and objectives for each functional area. Goals that relate to the vision and objectives are the quantification of these. The main body of the strategic business plan is devoted to the strategies.

Strategic Business Plan

Vision

- A statement of where the business wants to be

Goals and objectives for each functional area

- Products and Services
- Marketing and Sales
- People
- Systems and Processes
- Finance

Strategies to take you from the current position to the desired position for each functional area

Analysis and research material annexed

Our comprehensive workplan

Here is the overall workplan and approach for a consulting engagement like this.

