

# Building a better Business Strategy

A company needs regular reviews of its strategic direction. We have clearly documented processes that ensure that all aspects of a strategic review are covered in a quick and efficient way.

The review process used has been researched in depth and is delivered by experts. We also provide software tools to build scenarios during the review. The benefits are a clear and robust strategy for company growth.

**“Three Steps Forward was able in a very short period to gain a good understanding of Sony and the requirements of our strategic review.**

**Your work is now being used in a new Sony product line.”**

**Morgan David, R&D Director,  
Sony Broadcast & Professional Europe**

## A selection of our strategic reviews

- **Product:** planning for the long term market penetration
- **Price:** maximising sales and profits through price setting
- **Channel:** defining the optimum routes/channels to market
- **Brand:** setting brand values and customer perceptions
- **Growth:** creating a strong new business growth plan

## Why use our strategic reviews?

You may feel that you should do your own strategic reviews. However you might consider the advantages of using our services. The process is:-

### Efficient

We have developed a focused process that makes the review very efficient. This means it uses senior management’s time efficiently.

### Effective

The process and associated software tools ensure all aspects are covered. This means that no important issues are missed or ignored.

### Verifiable

Because we use software models the finding can be verified through customer trials and surveys.

### Impartial

Using external people has a number of advantages. They bring a new perspective and fresh ideas.

### Skilled

Both Jon and Nicholas have more than 30 years commercial experience. These reviews are a combination of their experience and detailed research on business best practice.

## How is the review carried out?

We attend your company and carry out the review with your senior management. Each review is split into two or three sections, each of which take up approximately ½ day.

The review process ensures that all key issues are considered. This process is documented in material that details best practice in each area covered.



We also have software tools to model the likely effects of the change in strategy. The models use the information gathered from research and the review meeting.

At the end of the process we produce a report detailing the findings and recommendation.

## The benefits

Our strategic reviews can significantly improve your bottom line. Our clients have found our reviews help them re-focus their business growth plans.

We provide you with material describing the process and the software models used in the review. This means you have the ability to revisit the findings and update them if circumstances changes.

Jon Smith specialises in taking new products to market. He works with clients to identify the best opportunities and then develops strategies to gain strong market penetration. He was Technical Director for Westell Ltd and has a degree in systems engineering from Loughborough University.



Nicholas Coutts is one of the world's leading authorities on routes to market, He helps clients select the optimum routes and channels to market. He was Vice President, Global Distribution Channel Strategy for IBM and has a masters degree in economics from Kings College, Cambridge.



*Are you sure your company direction is the best available to you? Are you gaining the most from all your market opportunities? Are you growing the company as fast as you would like?*

*Our strategic reviews can help you look at all these issues in a systematic way. Contact Jon today using the details below for a free strategic health check and see how we could help you grow.*