ClientEdge Business Strategy Program

Management

Commercial
Performance
Leadership
Capability
Administration

Where are you now?

Human Resources | **Financial** | **Operations** | **Marketing**

Financials
Cash Flow
Gearing/debt level
Profitability

Operations
Capacity
Staff
Supplies
Lead time
Stock holding

Marketing
Pricing policy
Target Markets
Distribution
Promotion
People
Processes

HR
Recruitment
Performance
Leadership
Reward

Where do you want to be?

HR Objectives
Opportunities /Challenges
Priorities

Financial Objectives
Opportunities /Challenges
Priorities

Operational Objectives
Opportunities /Challenges
Priorities

Marketing Objectives
Opportunities /Challenges
Priorities

What do you want to be known for?

Service | **Quality** | **Value**

Which means what?
Opportunities
Challenges
Prioritise

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Opportunities
Challenges
Prioritise

Moments of Truth
Guarantees
Turn around
Consistency
Reliability
Responsiveness
Assurance
Empathy
Tangibles
Value for Money

Gap Analysis

Acton Plans
Metrics

Implementation

Monitor and Evaluate
Metrics
Timeframes

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