

# STRATEGIC CONSULTING



## CHART YOUR FIRM'S COURSE WITH CONFIDENCE

Most companies pay homage to some sort of annual strategic planning process that starts with grand ambitions of developing ground-breaking or transformational strategies but instead produces little more than annual budgets and operating plans. Dissatisfaction with the strategic planning process often comes down to failing to clarify an organization's longer-term goals and objectives - confronting both opportunities that enhance and challenges that impede the firm's ability to meet those goals and objectives - and to create a context for frank conversations among senior leaders and working-level professionals in order to make tough choices.

Fuld + Company works with leading organizations around the globe to help them create bold strategies at the enterprise, business unit, product, brand, and market level. Harnessing our combination of superior research and analysis skills and road-tested frameworks for thinking about strategic issues, we help our clients connect their goals and aspirations with the realities of the marketplace.

Our strategic planning assistance covers four key steps:

- 1. Define goals and objectives.** Using frameworks such as strategy guru Michael Porter's Five Forces and Four Corners models, we help companies define aspirational yet realistic strategic goals that are aligned with key stakeholder expectations.
- 2. Assess key issues.** Sound strategic planning requires that organizations acknowledge and understand the external conditions that can both accelerate and impede progress toward a set of strategic goals. We help our clients spot and assess key trends and forecast future behaviors of key industry variables to inject an important dose of external reality into the strategic planning process.
- 3. Enable frank conversations.** Our workshop-based approach to strategic planning provides a venue for both senior managers and operational people to take part in setting the firm's strategic direction. This ensures their expertise is considered and encourages all points of view to be expressed. Our expert and objective guidance makes certain that participant preferences and perceptions don't bias the planning process.
- 4. Chart implementation requirements.** Fuld + Company catalyzes strategy implementation by creating strategy maps, aligning key internal stakeholders, and providing continuous monitoring of changing external conditions while assessing their implications for strategy execution.

*Don't settle for disappointing planning processes.  
Let Fuld + Company help your company get the most out of its strategic planning efforts.*