

**business**  
en motion  
moving businesses and leaders ahead

## **TAKING BUSINESS TO THE NEXT LEVEL**



**Package One**  
**Building and Preparing For a *'Future with a Difference'***

# 'Taking Business to the Next Level' Series

'business in motion' works hard to customize each and every client's solution, prioritizing alignment and integration at every step of the process. Having said that, many organizations have similar needs, just simply masked in 'different facades'. Hence, this example of a structured package may open minds to the possibility of customized initiatives to maximize business outcomes.

## Package One Building and Preparing For a 'Future with a Difference'

### ***Why a client would choose this package***

It would be likely that any client purchasing this package would aim to achieve one or more of the following:

- Maximized results
- New direction
- Upgrading of services
- Enhanced business reputation
- Greater competitiveness (product, brand etc)
- Customer – led change
- Increased team synergy through a common language and direction

### ***The Journey together***

Any client would experience the following process, which is commonly separated into four – five separate sessions, with a dedicated and hand-picked team of thought provide

#### **Phase A      *Capturing 'what is'***

- Clarification of business issue
- Snapshot of past, present, future (in relation to the issue)
- Vision
- Values
- Purpose
- Success Factors

## Phase B *Designing 'what we hope for'*

- Strategy Map\* (a map of our future)
  - o Four Perspectives  
(tangibles and intangibles, enablers and outcomes of business)
  - o 'Correct' questions
  - o Strategic Objectives
  - o Cause and Effect

## Phase C *Setting Ourselves up for Success*

- Scorecard\* (with objectives, measures, targets and initiatives)

## Phase D *Moving ahead to get there*

- Initiatives and Action Plan\*

### ***What a client will receive from the experience***

- Deliverables as above \*
- Cohesive plan as a result of a thinking and development process
- Documents that will both act as your template and guide the company's continuous improvement formula
- Confidence and conviction that you are doing the best possible with what you have for where you wish the company to be!

### ***Optional Add-ons!***

We add these as embedded elements simply because they add value! The above experience becomes wrapped, tightly secured and presented in a way that embeds all into it!

## Option 1: **Executive Team Alignment and/or Strengthening**

### 1.1 Activity-based

One half-day initiative would be integrated and customized, focusing on understanding and aligning relationships and choices of the team.

## 1.2 Process-based

When adding on 1.2, there would be 3 x half-day interventions working on strengthening the relationships and intentional choices for the future.

1. To delve into who we currently are as members of the [company] Leadership Team
2. To explore how this aligns to 'who we need to be' as a Leadership Team to achieve the new strategy and priorities
3. To uncover and/or create priorities that will help us perform as 'who we need to be'

### Option 2: Executive One-On-One Coaching

We have vast experience with change scenarios which always produce varying degrees of confidence and competence within individual executives.

A client may add-on this 2nd option at a per head, per frequency basis for sessions\*. Experience has taught us that a pack of four sessions is normally enough to kick-start or breakthrough initial resistance or incompetence. However of course we allow the client to decide an agreed amount of sessions.

\*One session constitutes 1.5 – 2.0 hours.

### Option 3: Risk Alignment Tools

A deeper look into resources the organization has to work with. Diagnostic tools based on best practices are applied here. Risk Assessment will also inform of further possible input that could add value.



Debbie Nicol  
**Managing Director**  
'business en motion'

[www.businessenmotion.com](http://www.businessenmotion.com)  
[debbie.nicol@businessenmotion.com](mailto:debbie.nicol@businessenmotion.com)  
+971 50 2868634