

STRATEGIC DESIGN, EXECUTION AND SUCCESSFUL BUSINESS MODELS

STRATEOLOGY®

We live in a world of exponential transformation in which business models become obsolete in shorter periods of time. Organizations were role models of success only a few years ago, have become irrelevant without a clear explanation. They did the same as always but, overnight, its model and value proposition, ceased to serve the market needs. Management teams face the formidable challenge of systematically reinvent themselves as architects of strategic plans and ambitious transformations.

The introduction of a strategic design and implementation methodology that facilitates the generation of alternatives, rigorous analysis, robust decision processes, executive team cohesion and effectiveness in the implementation process has become more relevant than ever. Strateology® provides a systematic approach to design the organization strategy and facilitate a successful implementation and organizational engagement.



MAIN BENEFITS

Design and implement the strategic plan and vision for the organization in the long term.

Become aware of the disruptive elements in the organization positioning, emerging competitive models, black holes, substituting industries and accelerating technologies.

In-depth knowledge of the interrelationships between the business and culture models to unlock sustainability and financial performance.

Diagnose the strength of the current business model and opportunities for improvement. Reenergize the multiple levers between the components of the business model.

Business plan development, transformation initiatives and balance scorecard.

Cultural DNA check on the health of the company as a natural element for the business model regeneration.

Create a sense of responsibility on the leaders to foster a healthy culture to unleash the collective intelligence of the organization.

WHO SHOULD ATTEND THIS PROGRAM?

Presidents, CEOs, general managers, vice-presidents and directors.

Board of directors and executive committee's members. Financial executives, marketing, human resources, trading partners, sales, business development, client management and strategy executives.

Consultants, University professors, Coaches.



CONTENT AND AGENDA

SESSION 1: DISCOVER - DIAGNOSE

Markets are changing at light speed; detect meaningful opportunities and mitigate the threats to your organization. Industry attractiveness and markets configuration. Do we stay in the industry or do we migrate to new competitive spaces? We will define the EcoSystem in which the organization operates, anticipate the movements of the various competitors and identify the preferred future state. Is there enough space for all players? Markets structure. Is my industry concentrating or fragmenting? Assess the available options. Companies compete either as generalists or specialists. Each category implies different competitive orientation and market forces. Market leaders have abundant tools to conquer the market place but also can be trapped as innovation is usually not a natural capability. We will define the competitors map, the organization relative position and potential strategic moves.

SESSION 2: DISRUPT - ALTERNATIVE GENERATION

Strategic Innovation - Black Holes and the creation of new industries. Innovation happens at multiple levels: technology, market position, business model and products and services. We will identify each of the sources of innovation and transformational initiatives. It is no surprise that smaller businesses are effectively more agile and able to innovate. The opposite is true as well—a large business may experience difficulties with innovation. Large businesses should strive for innovation anyway. It is time for new industries positions to emerge. We will develop plans on how to mitigate the risks applicable and create opportunities for the industry leaders and conquer niches for medium size organizations. Strategic value propositions and competitive terrains: identify the business position from where you will conquer your market. Not all customers want the same type of value, nor they expect one single provider to provide different value propositions. Identifying your unbeatable competitive terrain will help you align your capabilities to capture superior financial value.

SESSION 3: DESIGN - VISION OF THE FUTURE

Business Models: One or more? Define each of the four business model elements and the synchronization levers to enhance your client and financial value. We will map the organization's present business model and identify distinctions to enhance it. We will investigate whether multiple business models will outperform a single one and whether a client-centric or product-centric approach fits your organization best. Anticipate business problems. Understand corporate life cycles and which phase you are in. Different stages, different strategies, different outcomes. Is your organization growing or aging?. How far are you from your Prime? The antidotes to aging and the non obvious integration of innovation and control. Aiming for a bigger differentiation. Designing your unique cocktail to win. Resources are limited. Opportunities to invest are greater. We will define the killing attributes of your market value proposition to beat the competition. We will work on a model to map your competitive features and how to open up a gap of value and conquer your competitive space.

SESSION 4: DELIVER - EXECUTION ROADMAP

Execution: Design your transformation initiatives and evolve from design into implementation. Learn and leverage the four elements of effective Execution. Activate the organization into action and monetize the results. The execution team: building your team to design and execute the strategy. Get the best from your strategy team. Conflict management and its resolution. Juicing bottom-up knowledge and top-down effective implementation. Discretionary effort: how to unleash motivation, commitment and value through your teams. Attracting talent and extracting the best value from engagement. Business Purpose and Values: providing sustainable power to deliver your strategy and superior financial results over time.



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ENTREPRENEUR · GLOBAL EXECUTIVE · MANAGEMENT ADVISOR AND CONSULTANT · SPEAKER · AUTHOR · EXECUTIVE COACH

Our purpose :

- Educate in business
- Inspire to action
- Connect with Greatness



Ex Experience

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I Interest

CLIENTS MILLENIALS TRANSFORMATION STRATEGY BRANDING MARKETING PURPOSE DISRUPTION
 INNOVATION VALUE CONSULTOR EXECUTION PEOPLE PROCESSES CULTURE MANAGEMENT
 MOTIVATION PERSONAL DEVELOPMENT ENTREPRENEURSHIP PLANIFICATION LEADERSHIP

