



# Business & Competitive Strategy

## *Helping Smart People To Think Clearly*

*strat·e·gy*

- (1) long term plan of action designed to achieve a particular goal
- (2) the art and science of enabling an organization to achieve its objective

Strategy is hard.

Yet, it is vitally important to your business.

A business leader feels pressure from all sides. New business opportunities, ambitious sales targets, numerous operational details, complicated people management and so on consume energy and time. Meanwhile, competition is attacking your market share, product offerings and your customer base. Your organization is trying to work together but something that energizes and inspires them is missing.

It is time to work on your strategy.

Find someone with the experience to help. Call us.

Tom Hawes, Principal

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# 1

## Business Strategy

### Clarity for a Winning Vision



### See The Parts

People gravitate to what they know. If products are their specialty, they focus on products. If they come from sales, then that's where they spend time.

Strategy, however, requires broad expertise. You cannot afford to miss any dimension because that would weaken your strategy. Strong, complete strategies win in business.

Our experience is broad covering technology, architecture, marketing and competitive intelligence. We ask the questions and provide the insights to identify the important elements that complete your strategy.

### Assemble The Whole

An effective strategy is like a good novel. There is a plot, key characters, purposeful dialog and a satisfying conclusion. Every element of the novel is important but they come alive only when woven together by the writer.

Creating a "whole" strategy means that you have all of the parts and you have melded them together so that they speak to your team and to your customers. And, most importantly, you

have a good plan to reach your intended goal.

We specialize in defining and describing whole strategies for all audiences.

### Make The Changes

A new strategy usually requires change. Unmanaged change is disruptive and lessens the likelihood of reaching your goal.

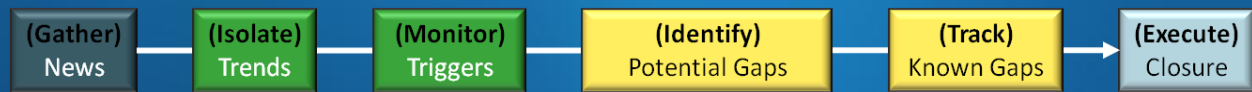
Through many experiences in multiple types of business, we know how to facilitate change.



# 2

## Competitive Intelligence

*Ongoing Insight to Drive Your Success*



### Outmaneuver The Competition

It is sobering to think that every day someone somewhere is planning to take your business away from you. They are defining their strategies, implementing their tactics and trying to shift all of the advantages to themselves. And, they would rather that you didn't know or respond.

However, what if you did know? What if you had a clearer vision of the future competitive environment sooner than your competitors?

Seeing the future first would give you time and insight to define and execute your strategies better. Isn't it time to get ahead of your competitors?

### Mobilize The Organization

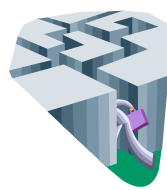
We have the experience to help you establish ongoing programs to monitor the competitive environment. The tools that we use and teach can energize an organization to fight more effectively. When you see the future better, then today's activities can help you win tomorrow's opportunities.



We have a problem!



I need the winning move



The future is unclear



Mobilize the organization



Get the information



Let's talk about it



What are the implications?



Give me the best options



I have decided



We win – for now

# 3

## How Do We Help

### *Valuable Services Delivered Collaboratively*

#### We Work Together

Our first priority is to help the leader. We do that by working collaboratively to make sure that the value needed is the value received. Together we define what is valuable and define specific objectives to reach. Then, with the leader and their team, we do what is required to accomplish those objectives.

#### Broad Service Offering

The services we provide have been tested over time in many settings. Although the methods are well founded, we always tailor them to your situation. We listen before we act or recommend solutions. We involve rather than dictate. Each service is designed to spur discussion leading to a decision.

#### Rich Set Of Tools

There are specific tools that come with the services. We teach you how to apply each tool. Our philosophy is that while tools are useful, an aligned team of motivated people is more powerful. Hence, we constantly seek to ensure that tools are actually helping you to function better. Our goal is to leave them with you and your team to apply effectively repeatedly.

Service   Tool	Business Strategy	Competitive Intelligence
Coaching/Mentoring	x	x
Job Listings		x
Organization Change Management	x	x
Press Release Analysis	x	
Process Development	x	x
Product Comparisons	x	x
Standards Bodies Involvement	x	x
Tradeshow Intelligence	x	x
Trend Tracking		x
Gap Analysis		x
Acquisition Assessments	x	
Branding/Trademark Maps	x	x
Company Capability Comparisons	x	x
Competitor Dashboards		x
Competitor Value Comparisons		x
Ecosystem Analysis	x	x
Executive Profiling	x	x
Financial Comparisons	x	x
Porter's Four Corners	x	x
Porter's Five Forces	x	x
Strategic Maps	x	x
SWOT Analysis	x	x