



## “TurboStrat”

Develop Strategic Insight to take your most important decisions with confidence – Fast!

Many management teams find themselves consumed by the here and now and struggle to find the time to take a step back and think a little more strategically about the direction of the business. Memories of teams of consultants spending months getting up to speed and then producing a very expensive report that doesn't quite get there, makes developing a “New Strategy” a daunting task.

We take a different approach.

Your team has a lot of knowledge of your business and whatever strategic direction is chosen there is a good chance they will be responsible to make it happen. What they wrestle with is how to manage the uncertainty they see when looking ahead, how to quantify the potential of possible alternatives, and how to get aligned.

Based on a tried and tested approach, refined over more than 35 years, we help you structure the decision you need to make from the very early framing, right through to the first 100 days of implementation.

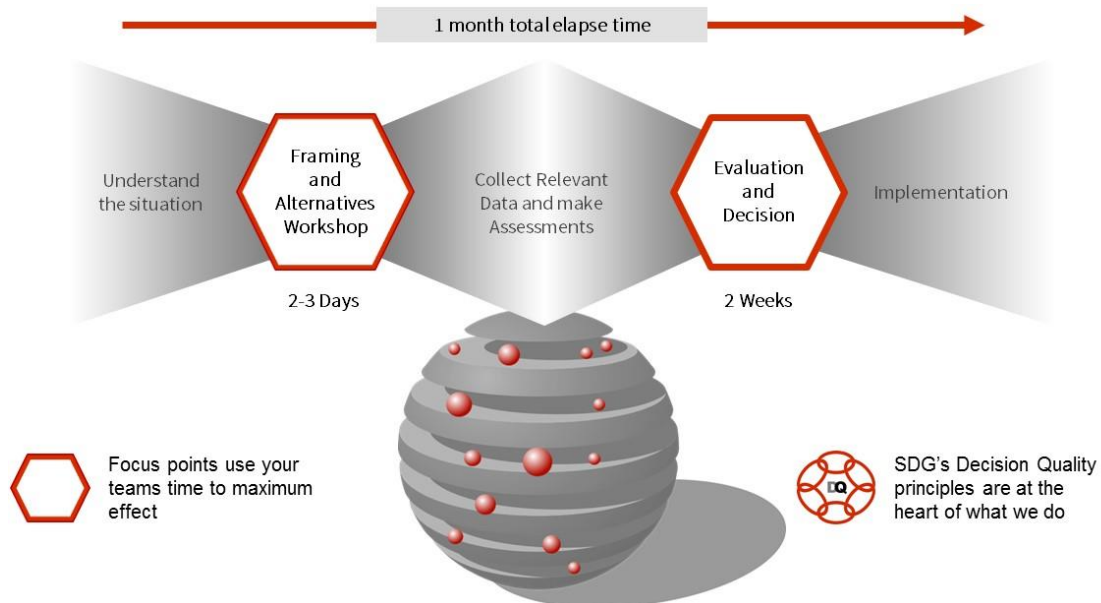
**Decision Analysis** is a discipline developed over many years and the strength comes through the tools and techniques to fully understand the impact of various influences and therefore assumptions you make. We help you capture the range of possible outcomes and the impact that will have on the value you can expect from the range of alternatives you see.

With the right preparation and mindset, we can get you through your strategy process in around 1 month of elapse time... we call this approach **TurboStrat**. No shortcuts, just an effective and intensive approach, with the full involvement of your key team members to help you make your most important decisions.

Here's what you will get from the engagement;

- We establish a **Decision Board** which includes the key members of your team that will make the decision. You decide how broad you want your decision-making panel to be. We also define a broader **Project Team** which can bring in people with expertise from inside and outside your company. We will be active members of each team.
- We quickly collect in-house and external information on the current business and industry situation. This is done off-line and with only limited involvement of a few key individuals.
- A 2-3-day workshop with key members of your organization which confirms the **Frame** of the decision and the alternatives to be evaluated. By this we mean clarifying what you as, say the Board, or key shareholder consider to be **Givens**, and then separating **Decisions You Need to Make Now** from those that **Can be Addressed Later**. Agreeing the Frame and the range of Alternatives may seem easy, but our experience is that this is critical to avoid limiting your options through bias, ensuring you are all agreed on the decision to be taken and creating the range of alternatives to be evaluated. This brings enormous benefits of buy-in later.

## The **TurboStrat** Process (typical)



- With the results of the workshop, we **build a model** of your business and the various alternatives to capture the key assumptions impacting the value and the uncertainty you face. We make range assessments of key variables and use Monte-Carlo simulation to calculate the Expected Value (EV) and the spread around the base case applying probabilities. You will be able to compare each strategic alternative in a numeric way and understand the largest influences on this.
- We then work intensively with your Decision Board to interpret the results leading up to a **Decision** which most closely matches your risk appetite. Often during this phase, the insight into the key influences on value and uncertainty stimulates thinking on hybrid options which improve the alternatives. We have numerous tools, such as Tornado Charts, Waterfall Diagrams, S-Curves and Flying Bars etc. that help visualize the results.
- Following the decision, we develop your implementation agenda. This will be the focus of the organization for the next 100 days

You can find examples of some of our strategy work on our website at [www.valuesourcehk.com](http://www.valuesourcehk.com) or we can provide you directly with some further information.

The methodology and approach defined here is a reference but of course we can tailor this to match the specifics of the decision you are wanting to make. Let's make an appointment to discuss in more detail how we can support you in the best way.

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