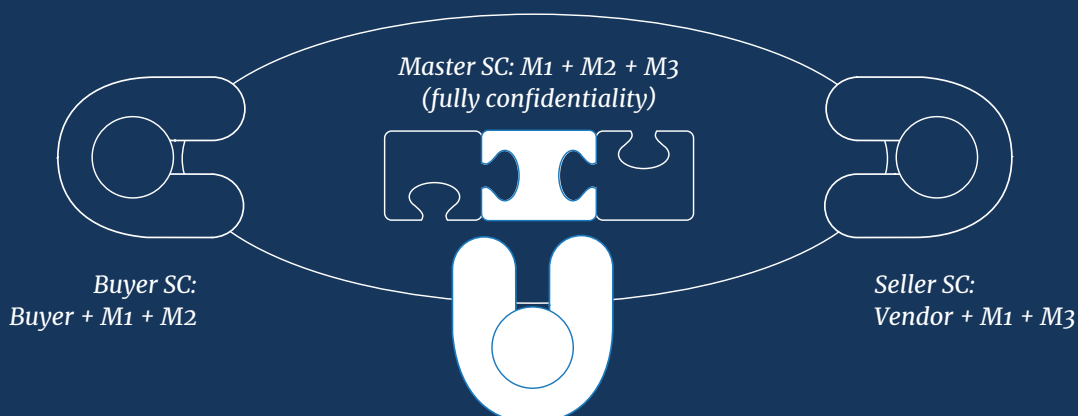


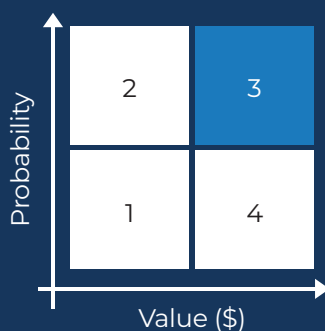
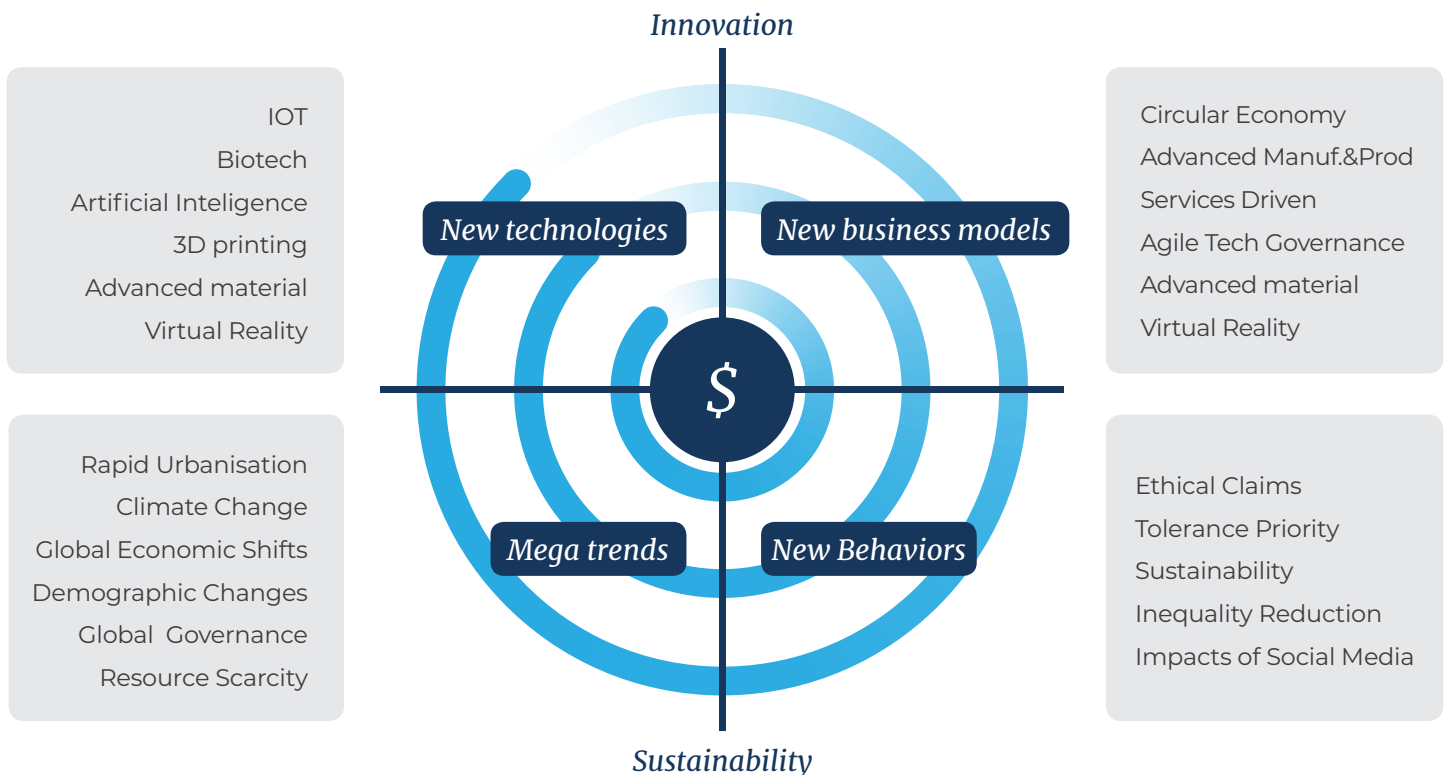
CHINESE WALL

Steering Committees & Clean Team

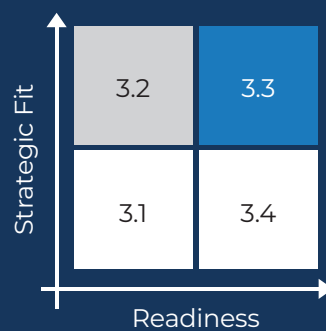


Longevity Radar: Business Imperatives & Quick Wins

The longevity radar identifies the most impactful factors for your company, in four different categories and three different time-frames, to prioritize business imperatives and quick wins. The methodology fosters a deep strategic reflection with a strong call to action.



Impact Matrix



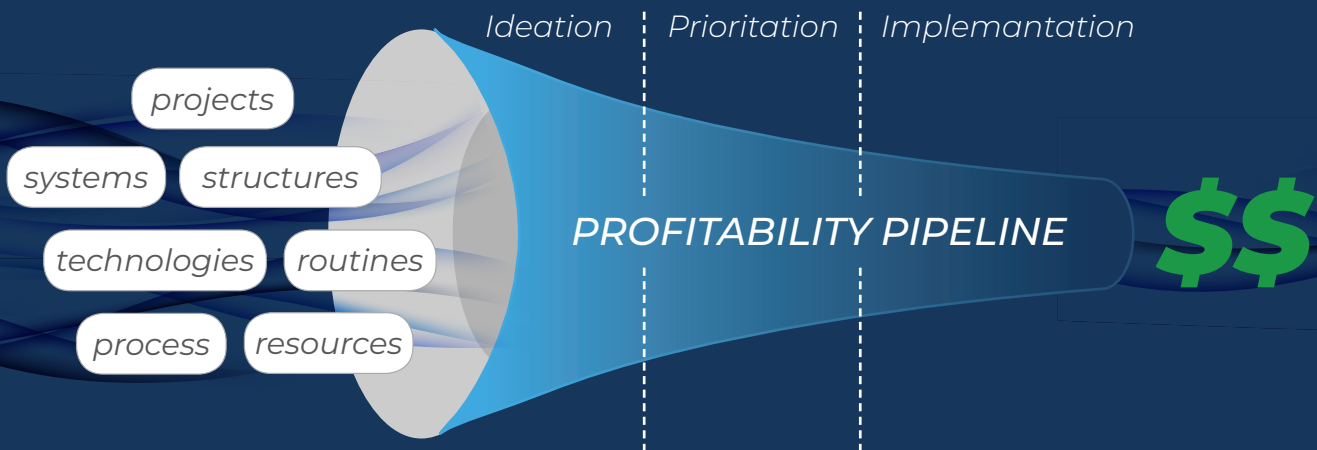
Gap Matrix

Business Imperatives

Quick Wins

Action Plan

Operational Excellence: *Typical value proposition*



Project Execution

Time	W1	W2	W3	Wn
Phase 1				
Phase 2				
Phase 3				
Phase n				

stop when you want

Master Network

Steering Committee

your people
Mentoring for a
Performance team

Commercial Excellence: *Typical value proposition*

New Customer acquisition

- Know your customer
- Know your competitors
- Know your advantages

Pricing excellence

- Value for segments
- Product & service approach
- Cash cost & margins

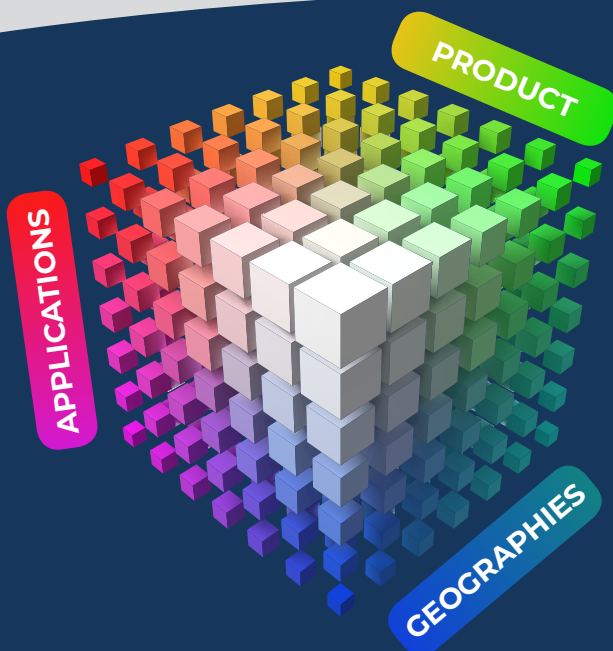
Demand Forecast

- Market structure and Projections
- Context Dynamics
- Offers and interventions

Performance Team

- Education focus
- People synergies
- Organizational culture development
- Systems & Procedures

PROFITABILITY



Market Cells & Positioning

- Market segments prioritization
- Market intelligence
- Value proposition
- Distribution Channels & support network
- Expansion of sustainable customer base
- Action Plan design & implementation