

client

UK bank

location

London, United Kingdom

further information

Chris Woolston

chris.w@forwardthinkinginc.com

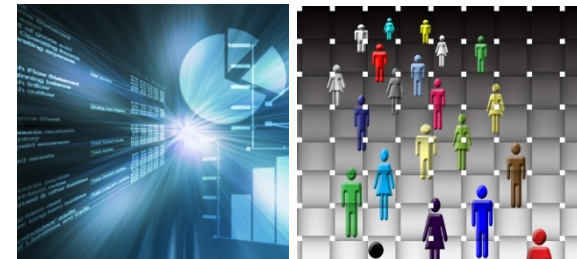
+44 (0) 208 939 2330

services provided

- Strategy challenge
- City communication strategy

the challenge

A well trusted brand with a heritage and reputation for delivering good value products looked to forward thinking inc to provide a robust challenge to their existing strategy. They also sought the company's help to convince the investment community that their strategy was clearly differentiated, logical and likely to deliver strong returns.



project scope

- Provided an external perspective on strategy
- Adopted a devil's advocate position
- Challenged elements of the strategy and identified risks and opportunities
- Developed the structure, logic and content for a series of external documents aimed at the investment community, focused on key messages and designed to give the market confidence in the strategy
- Designed a range of materials to communicate the strategy to key stakeholders, internally and externally

outcomes

- Greater management confidence in the robustness of the strategy
- A simple, logical distillation of the strategy communicated widely internally
- Growing levels of confidence and clarity amongst the investment community

"We have used forward thinking inc on a number of projects and they always combine strategic insight with practical business solutions. They are a good team to work with."

– Personal Customers Director

client

Leading UK bank

location

London, United Kingdom

further information

Mark Whitman

mark.w@forwardthinkinginc.com

+44 (0) 208 939 2330

services provided

- Strategy review

the challenge

Whilst a quarterly strategic planning process existed within this major banking group, management were keen to undertake a more thorough review and challenge the strategic direction of one of their key product areas.

In particular, management wanted to assess the impact of key choices relating to focus, pricing, distribution and risk. forward thinking inc were asked to assist them.



project scope

- Detailed internal and external review of the business and its market context
- Challenges to the existing strategy, and development of alternative strategic options
- Construction of a simple but powerful model to drive decision making which demonstrated the impact of alternative options
- Identification and prioritisation of opportunities for incremental profitable growth

outcomes

- All three strategy options were articulated and their impact on shareholder value spelt out
- Review presented to senior management and key recommendations taken forward
- The bank remains a market leader in this field

“forward thinking inc brought clarity, insight and creativity to our strategy development. They understood our market intimately and were able to put forward detailed plans for taking the business to the next level.”

– Strategy and Business Development Director

client

Global Industrial

location

UK / Holland

further information

Chris Woolston

chris.w@forwardthinkinginc.com

+44 (0) 208 939 2330

services provided

- Strategic review

the challenge

The client are a major supplier to the European Automotive sector. fti were asked to take a long term look at the future of the Automotive market in Europe and create a range of future scenarios

The scenario thinking would be used to test existing client assumptions and strategic plans as a prompt for their own strategy development.



project scope

- An extensive desk research programme and a large number of expert interviews with key players, academics and industry experts across Europe
- The development of a strategic situation assessment and hypothesis for scenario thinking
- Subsequent development of 3 detailed scenarios, brought to life in words and pictures using fti's proprietary 'scenario thinking framework'
- A workshop with senior European management to review the scenarios and implications for suppliers
- A further workshop to develop strategy implications and agree action plans for the client
- Development and production of an internal communication piece setting out the scenarios and their implications

outcomes

- A published scenario thinking model for the European Automotive Industry
- Agreed implications and strategic action plans for the client

client

UK facilities services company

location

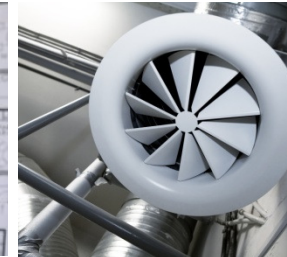
United Kingdom

further information

Chris Woolston

chris.w@forwardthinkinginc.com

+44 (0) 208 939 2330



services provided

- Corporate strategy development

the challenge

The client needed to develop a strategy to grow out from its base in critical process cleaning in the automotive industry.

They required a new strategic plan to double the size of the business in 5 years.

project scope

- Following a comprehensive strategic review, forward thinking inc worked with the board to hone their proposition and key strategy drivers
- 10 strategic imperatives were agreed and developed into action programmes with a board member responsible for driving results in each
- A new positioning, corporate branding and marketing campaign to raise the company profile was conceived and executed
- An acquisition plan was developed to add additional service skills, sector competencies, geographic coverage and scale

outcomes

- Successful development and delivery of the strategy and strategic imperative programmes
- The company's city profile and brand recognition raised significantly
- Became quickly established as the UK leader in FM in the retail sector and achieved significant growth in the public sector creating a broad business base enabling them to capitalise on a range of opportunities and manage risk
- Turnover grew significantly with increasing margins reflecting in a rising market capitalisation
- In year 4, the business was acquired by a major international player

client

Global automotive lubricant brand

location

London, United Kingdom

further information

Mark Whitman

mark.w@forwardthinkinginc.com

+44 (0) 208 939 2330



services provided

- Strategy review and re-ignoration

the challenge

A leading global lubricant brand set a five-year strategy to defend their high market share whilst maximising growth in developing markets. Three years in, Management wanted to review performance, understand changes in the market and challenge the ongoing relevance of the strategy

The client asked forward thinking inc to orchestrate a rapid, in-depth situation analysis and facilitate an effective session with the entire global team

project scope

- Acted as an objective party to build an accurate picture of current performance
- Digested and clarified research on global automotive lubricants industry to understand the impact of external factors on the strategy
- Planned and delivered a focussed, cross-divisional workshop to re-evaluate and re-ignite the strategy
- Evolved the strategy with a comprehensive review of progress to date and a new action plan

outcomes

- Evolved strategy agreed and signed off
- New global post created and recruited to manage the strategy
- Management information report designed, built and distributed to track performance
- Clarification of the strategy across divisions with renewed commitment to delivery

“forward thinking inc have been instrumental in helping us review our global strategy and establishing measurement systems to help us stay on track. The team are always practical in their approach as well as challenging when we need them to be.”

– Global Marketing

client

Leading architecture and design firm

location

London, United Kingdom

further information

Chris Woolston

chris.w@forwardthinkinginc.com

+44 (0) 208 939 2330



services provided

- Strategic plan development

the challenge

Europe's largest integrated building design firm wished to develop a blue print for their future growth and enlisted forward thinking inc to help them develop a 5 year strategic plan

project scope

- Examination of market and competitive dynamics
- Analysis of internal business economics and identification of strategic issue and opportunity areas
- Facilitation of a series of 25 interactive strategy workshops with every profession, sector and regional office 'executive' team
- Refinement of corporate brand positioning and communication strategy
- Development of 5 year plan with detailed financial targets, forecasts and an agreed list of 10 strategic imperatives with full implementation plan

outcomes

- A clear, inspiring 5 year strategy agreed and communicated to the entire firm
- Strong progress on key identified initiatives, including sector and international expansion, working processes and brand

"forward thinking inc helped us develop our 5 year vision and plan. The process was a huge success, with a true sense of dynamism, energy and achievement. This was largely due to the direct, organised, personable and pragmatic approach taken by their team."

- Chief Executive