

Opportunity reviews

...3 Days that could change your future.

think M. has developed extensive experience in assisting organisations select winning ideas, refining strategy and implementing new products and services.

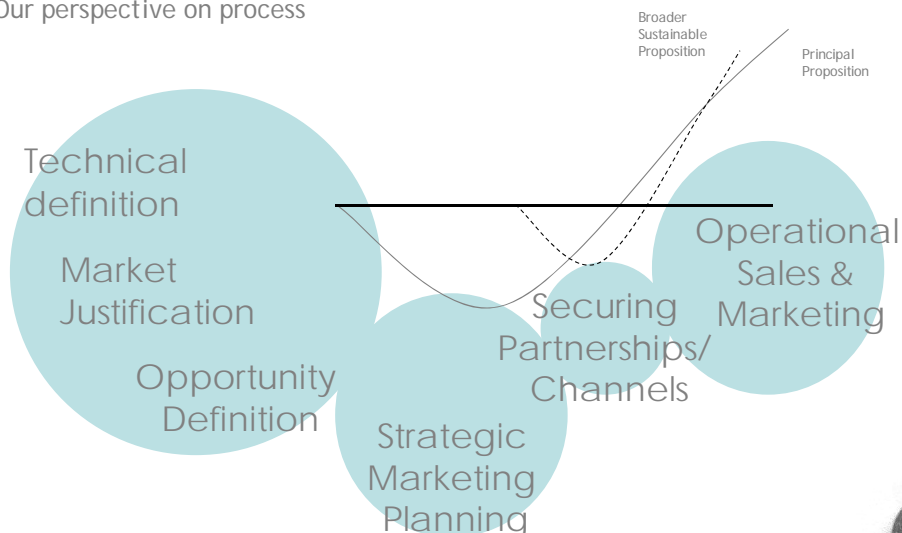


An early part of our consultative process involves establishing a broad understanding of an organisations current situation, aspirations, current resources, and drivers and barriers to success.

Our review process takes place over 2 meetings with a research team contributing to the exercise. Content may vary dependent on the nature of the activity, but in principal it involves

- A review **and prioritisation of opportunities** for growth focusing on market / business environment, current and potential economic profit.
- Developing **senior team cohesion around strategy** for growth/ change through participatory planning and outputs.
- Establishing **clear and effective approach to growth objectives** through defined goals, strategies and metrics.
- Developing **target marketing** through historical trade analysis, and consideration of segmentation, market positioning and proposition per channel.
- Develop a **strategic marketing plan**, considering market segmentation, positioning in priority markets, and communication of offering and practical marketing actions.
- Provision of **planning tools** for the team which can be use to manage growth and strategic marketing activity moving forward.

Our perspective on process



First workshop:

Our preliminary meeting will consider your objectives and key goals for growth using established techniques to define these. Your team will be asked to complete and return a short exercise prior to the date. At the workshop we often:

- Define corporate / personal drivers for growth/ change
- Determine objectives and goals agree them
- Discuss key perceived opportunities/ outline strategies
- Agree criteria for testing opportunities

Testing opportunities:

A short exercise is typically undertaken to further consider perceived opportunities for growth. The purpose is to challenge assumptions and consolidate the team around an agreed strategy.

think M often undertake desk research and will work with the your team to analyse economic profit of historical contracts and sales (Product/ Service portfolio analysis).

Second workshop:

Using the desk research results and analysis, think M. and the your Team will work together to consider and prioritise opportunities, creating growth/ change strategies and metrics through formal process.

Our Philosophy, Skills and Experience

At think M our goal is to work with clients using the latest tools and techniques to rapidly resolve problems, explore and develop opportunities cost and time efficiently.

We recognise...

- ... Creativity in strategic marketing and research is vital
- ... Times change, exploit the latest tools, techniques and thinking
- ... Our clients time is of the essence
- ... True partnerships are based on trust and reliability
- ... We are judged on our results, make them count



**For more information, please contact Laura on 0845 838 7372
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