



STRATEGY PROGRAM

BBF FUTURE Program

A successful, focused and consistently implemented strategy is essential for the long-term success of a company. A good strategy process involves key stakeholders from the very beginning to ensure that the **strategy is embraced and sustainably anchored** in all areas of the company. Our BBF experts have therefore developed a highly **participative strategy process**, work with a **proven successful framework** and share their **profound practical experience**.

Objective:

The objective of the program is to **develop a winning focused corporate strategy** involving the company management to ensure **ownership** and **successful implementation** within the company. Therefore, BBF will develop a tailor-made program, which includes stakeholder interviews, analyses and workshops.

Target Group:

- ✓ Executive Board

Content:

- ✓ "Playing to Win" strategy framework
- ✓ Current situation and company goals
- ✓ Trends market developments
- ✓ SWOT analysis
- ✓ Vision and mission
- ✓ Where to play choices
- ✓ How to win choices
- ✓ Strategy implementation
 - Communication plan
 - Activation in all areas of the company

Methods:

- ✓ Interviews with key stakeholders
- ✓ Analyses
- ✓ Workshops
- ✓ Group work
- ✓ Discussions

Duration:

- ✓ Is developed individually

Participants:

- ✓ 7-15 participants

Preparation:

- ✓ No specific preparation