

Executive Weekend

“What a difference a weekend can make!”

That is what an earlier participant said after a Freedom2Act *Executive Weekend*.

Use the Freedom2Act *Executive Weekend* approach to map your company’s business position and business risks; to kick-off initiatives aimed at increasing your company’s ability to realize its vision and reach its long-term financial goals by a strengthening the robustness your company’s “armor”.

The “Armor”:

Imagine your business as a warrior with weapons and armor.

The weapons and armor consist of 140 business-related aspects from the business’s relations with customers, competitors, suppliers, owners, the business’s human and physical resources, regulation, pressure groups, and many other stakeholders and business aspects.

The warrior’s chance of long-term survival in war depends not only on the sharpness of his weapons relative to the opponents, but equally well upon the robustness of the armor.

As for the warrior, these key success factors are critical to your business:

- Identify and exploit strengths;
- Identify and make very weak areas more robust;
- Avoid wasting management time and efforts on less important aspects;
- Avoid unnecessary risks.



Rethinking your strategies:

All companies need to rethink their strategies now and then - in today’s fast changing business climate, more than ever. In most cases this tends to become a long, cumbersome process, perhaps also involving a host of highly paid consultants.

***Executive Weekend*: a different program – and a program that can make a difference.**

It is about a highly focused, intensive process that requires the active involvement from your management team. It will create extraordinary results in just three days, for example during an extended weekend.

A total immersion in strategy:

Executive Weekend provides a total immersion in your company’s critical issues. It is a mental strategic workout in which all your team members make a high-intensity, highly structured effort to optimize their thinking in a short time.

Your team, our team – and powerful tools:

The key resource is your own team, with its in-depth familiarity with your company, supported by authorized consultants from Freedom2Act or one of our partners. We use the Freedom2Act Commercial Analysis™ business analysis system, a cloud-based expert system, to accelerate the process and to record the entire process.

By the end of the second day, you will have a SWOT analysis of your company with ratings of 140 business aspects for each of your company’s 4 to 7 most important business areas - vital input to the corporate strategic plan. The analysis will have been worked out in complete partnership with everyone concerned, and with fully shared responsibility.

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How can it be done so fast?

The philosophy is the same as companies increasingly apply to manufacturing, sales, administration, and to other parts of their process. The principle? Cut the slack!

No slack!

There is no slack in a Freedom2Act Strategy Review™!

A typical strategy consultant uses weeks for lengthy interviews, intermediate reports, long meetings with separate groups, finally pulling it all together into a combined approach.

The Freedom2Act Strategy Review™ speeds up all those steps into one unified process, with everyone involved, at the same time, under the same roof.

How does it happen?

The top management team brings data, requested by Freedom2Act in advance.

Day 1

The process starts with business mapping followed by a computer-supported online interview.

The interview covers the company's total environment and most important business areas. It stimulates discussions among the team members, leading to joint positions on each issue.

A checklist, with all questions and answers, is signed off at the end.

Day 2

The unique Freedom2Act computer analysis program processes all the information and delivers a comprehensive report with charts, graphs, tables and detailed conclusions.

The report provides, in clear visuals, the main factors that may be crucial to the company. In addition, a list of critical risk areas is generated.

Each key factor can then be given time and attention and decisions made.

Day 3

The management team works out a fully documented action plan aimed at closing the critical risk areas revealed during the fact-finding process. The process is the catalyst to increase the company's ability to realize its vision and reach its long-term financial goals.

A deep feeling of achievement.

At the end of the process, the management can share a deep feeling of achievement. They emerge as a team, each having had their chance to contribute.

Every participant buys into the results, having been party to their creation and at the same time, having heard the opinions and priorities of the others.

Time and cost-effective.

The most important benefit in the Freedom2Act Strategy Review™ approach is the quality of the process.

More than a thousand businesses have been analyzed using the method, and every analysis has proven to be correct.

The time gains in comparison with traditional methods are obvious. So are the cost savings, typically tens of thousands of Euros.

For an estimate and detailed information:

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