

# Freedom2Act Strategy Review™

The Freedom2Act Strategy Review™ is a quick and efficient way to improve operational results, increasing a company's ability to realize its vision and reach its long-term financial goals. It leads your company away from any critical risks towards a focus on sustainable business opportunities.

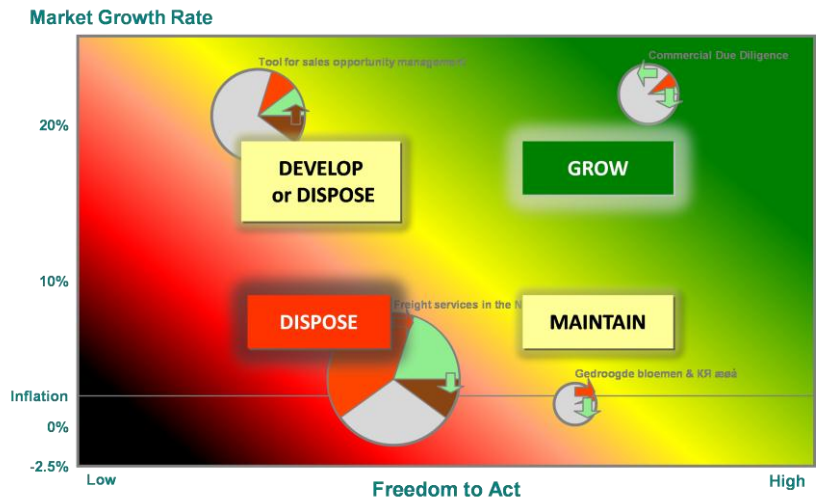
The Freedom2Act Strategy Review™ quickly gives the management team a clear-cut and realistic overview of a business's overall situation together with an assessment of the freedom to act, a measure of its ability to survive, grow and be profitable.

The process leads to an honest and shared clear-sightedness among the participants on where the business is today and specifically, which are the critical vulnerabilities. This aligned perspective is a pre-requisite for an implementation of required and desired changes.

Conclusions are drawn from a neutral and objective assessment of the business's strengths and weaknesses. Easy-to-understand charts, augmented by detailed explanations, pinpoint strategic opportunities and identify critical vulnerabilities. This enables management to make the right strategic decisions and provides powerful tools for efficient communication regarding the company's situation with owners, Board, employees, and other stakeholders.

**The resulting action plan, in the form of a suite of initiatives targeted to increase the business's freedom to act, is derived from a thorough 360 degree strategic audit of the business. Use Freedom2Act Strategy Review™ as an effective management tool to build a sustainable and successful strategy.**

## Strategic Opportunity Map



## About the Process

A Freedom2Act Strategy Review™ consists of two workshops with the management team facilitated by authorized consultants from Freedom2Act.

The workshops focus upon sharing knowledge, creating agreement among the participants on facts about the business, and, last but not least, making the findings operational. It stimulates discussions and creates agreement among the participants regarding the business, its goals, and the means to achieve them.

The pace is high without jeopardizing quality. The facilitation is supported by an interactive cloud-based computer system with down-to-earth, business-oriented questions, governed by realities rather than theory. Questions cover 140 critical business factors and are based on best practices and an analysis of more than a thousand businesses.

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

**A Freedom2Act Strategy Review™ results in a roadmap, which leads to an increase of a business's robustness and thus a greater freedom to act. It efficiently helps management to identify a business's strong and weak spots and to quickly kick-off mitigation initiatives, resulting in a strengthening of the business's position.**

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 its customers, competitors, suppliers, owners, the business's human and physical resources, public regulations, 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.

The armor has strong and weak spots. Any weakness in the armor may lead to the warrior's death or being seriously hurt.

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.

**The Freedom2Act Strategy Review™ is a proven method applied in thousands of large and small businesses for effectively dealing with these challenges.**

**CEO, Danish High Tech Company**

*"We chose the method because it could consistently perform a clinical, externally founded analysis of our company. The results of the process were the basis for necessary strategic decisions based upon a much better understanding of the company and its market position."*

**Group President, Int'l Shipping Service Company**

*"After the first analysis, I was very impressed. I found the processes used are down-to earth, very commercially minded, driven by reality rather than by theories. That was the reason why we decided for a review of the remainder of the company involving the management team of the whole group. I'm equally happy and impressed with the processes after this second time. The mindset of me and my management team have changed somewhat after these last three days."*

**CEO, Norwegian Ferry Line**

*"You have given us a common basis for decisions, which we will continue to work on. It gave me more than I originally expected; it is always healthy to see your company with new eyes and ways. One doesn't fall asleep here – you are right on target with your questions and they are relevant."*

**Chief Internal Auditor, Major Railroad Group**

*"Using this method in our internal auditing Process helped us focus directly on areas where we needed to take action. We have been able to increase the precision in our work, while at the same time saving 75 per cent of our working time."*

**Director, Risk Management and Internal Audit, Finnish EUR 7.5 billion Enterprise**

*"We have used the method for risk assessment and to integrate risk management with strategic planning for 18 different divisions and units. Having used the method, we consider the way of thinking and the analysis model to be a practical and useful instrument for identification of an organization's risks and for improved control. Further, it's a good group tool."*

**CEO, Swedish Automotive Parts Supplier**

*"This year's process was even better than last year's. It was easier for me to assimilate and I found it easier to realize where we stand. I only regret that we did not include our chairman from the beginning. Our risks and opportunities were extremely well laid out."*

## Fact-Finding

### Day 1 and 2

The fact-finding consists of a business mapping followed by a computer-supported online interview.

### Business Mapping

The business mapping process views the company with the customers' eyes. The result is a segmentation of the market in mutually exclusive groups of customers that share similar behaviors and preferences, each interacting with one business area. Seeing the market with fresh eyes is an "eye-opener", revealing new strategic business opportunities and better ways to organize sales, as well as to tailor internal processes to the creation of additional customer value.

### Online Interview

Each identified business area is subject to a systematic investigation of aspects that control and limit the development of the business. The process is supported by an expert system. The system automatically adapts posted questions to the company's unique financial and competitive situation, and to previously given answers.

The process serves as a vehicle for sharing of knowledge about the business among the participants, and to efficiently and systematically gather this collective know-how.

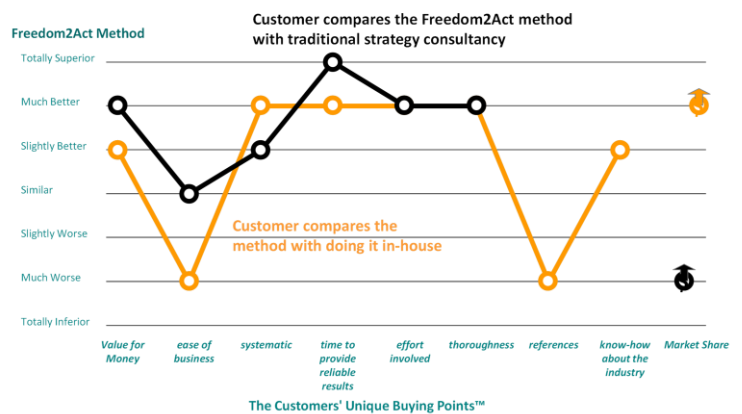
The use of a computer system guarantees a comprehensive and thorough data capturing process. Furthermore, it reduces the time spent collecting data by a factor 3-5 compared with traditional methods, without sacrificing quality.

## Business Map

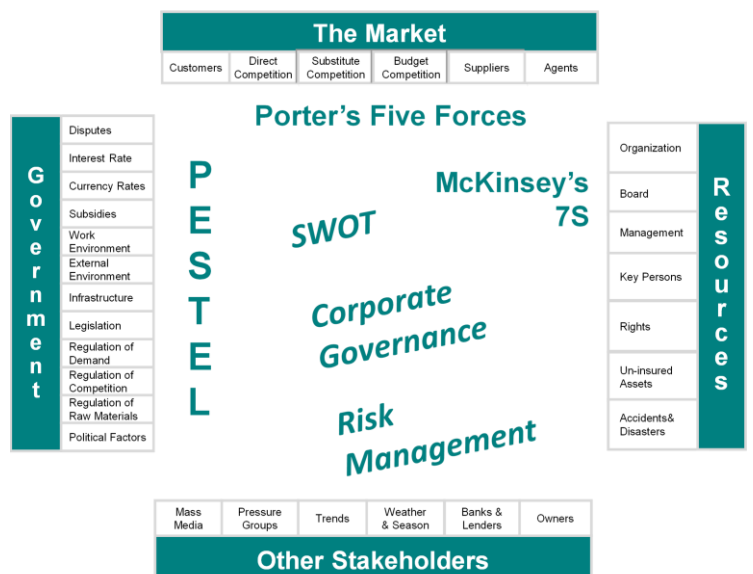
Product Lines	Target Groups		
	Person, own use	Person, as a gift	Company, as a gift
Gold Pen	Personal ...get a tool, which at the same time can be used daily and send a social signal of success	Gift ... give a present, which at the same time can be used daily by the recipient and send a social signal of success	
Gold Ballpen			
Gold Pencil			

## Competitive Situation

Management's need is to improve predictability and profitability



## Diagnostics with a 360° Perspective



## Conclusion

The Freedom2Act Seminar™ makes the analysis operational. The result is a jointly agreed upon action plan - a roadmap to a future with increased robustness and thus greater freedom to act.

### Day 3

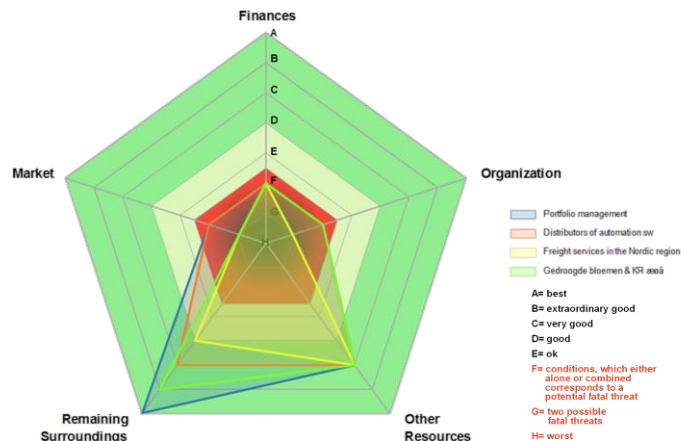
The Freedom2Act Seminar™ consists of a short debriefing followed by a focused brainstorm.

The debriefing highlights the most essential findings supported by highly communicative graphics, as illustrated by the figures of this flyer. The debriefing is complemented by a report including a comprehensive internal and external analysis of the “as-is” situation and a SWOT analysis of 140 business-related aspects for each analyzed business area.

The focused brainstorm results in an action plan and a strategic catalog. The action plan determines how to handle strategic opportunities and how to best mitigate the identified critical risk areas. It includes a list of suggestions for improvements to risk areas along with suggestions for how to protect good relations.

The resulting suite of initiatives is targeted improving the businesses’ robustness, thus increasing the company’s freedom to act. They are derived from a thorough 360 degree strategic audit of the business. Use Freedom2Act Strategy Review™ as an effective management tool, to build a sustainable and successful business strategy.

## Freedom to Act Profile



## Risk Profile



## Result: Road to the Future

#	Improvements Required	Who	Due	Easy/ Hard
1036	<b>U3</b> FINANCIAL RESOURCES The financial resources of Customer's existing CRM System are at least ten times larger than those of the business area.			
1080	<b>U3</b> MOBILITY OF LEADER It is very difficult to find a successor of the present leader of the business area. The leader can find another job outside COMPANY INC after some difficulties.			
1041	<b>U2</b> INFORMATION QUALITY The answers are based upon the best of our knowledge.			
1020	<b>U2</b> TECHNOLOGY SHIFT "CCOs, sales directors, sales reps, business development managers, and management consultants" does primarily consist of technology enthusiasts and visionaries, who themselves knows how they will exploit "cloud based sales portfolio management tool". Some work remains regarding identification of business areas addressing customers classified as pragmatics of the early majority and putting in place sales and marketing plans and channel strategy for these.			