

## General Management Services

### Level 5 – Company Strategy & Business Planning

#### What Is It?

This service is about medium to long term planning which is one of the most important aspects of General Management. Highly successful businesses are usually obsessed with strategy and a good leader must be able communicate a vision of their long term goals to the rest of the company. Strategy is about planning where the organisation wants to be over the next 3-5 years whilst taking into account the changing business environment.

Strategy also includes deciding where the leader wants to take the company in the short term (12 months) as well and, therefore, what the strategic imperatives are right now. It is about deciding what race you are in, against whom you are racing and deciding the definition of winning.

Setting a business strategy involves making trade offs and deciding “which horse to back”. Thinking about the long term is always easy and it can easily be “put off until tomorrow”. But it is one of the most important, “non urgent” tasks faced by a management team. Thinking strategically requires effort and clarity, but the clearer you are about what you are trying to do and the context of your efforts , then the easier it becomes. The simpler your strategy, then the easier it is for your staff and customers to understand what it is you are trying to do. This focus and simplicity breeds success.

#### What are the advantages to my organisation?

- **Experienced General Management:** Your team will be able to work with an experience general manger who will facilitate a series of sessions to help you develop your strategy and plan.
- **Cost Effective:** Most small and medium sized businesses do not have the capacity or capability to develop a strategic plan. With the EBS service a client can use the services on an hourly or daily basis until the job is completed.
- **Senior Management Development:** Our General Management professionals are experienced business coaches who can help you and your team to become self sufficient in using the tools and techniques to manage the planning yourselves in future.

#### What Is Included?

An experienced EBS General Management professional will carry out a series of carefully planned sessions with your senior management team. The following items will be covered:-

- **Market Environment** – what drives the industry and market environment.
- **Competition** – assessing who they are and their strengths.
- **Customers** – assessing who they are your and who you’d like them to be.
- **Customer Groups** – looking at how target customer groups behave.
- **Strengths** – assessing how good are you at what you do well.
- **Capabilities**– defining your capabilities and finding potential opportunities.
- **Goals** – setting achievable long term goals
- **BHAGS** – setting stretch goals (“Big Hairy Audacious Goals”).
- **Weaknesses** – assessing what might get in the way of you achieving your goals and what can be done.

## How Do We Work?

The work will be carried out by an experienced EBS General Manager who would carry out a series of in depth sessions with individual directors and with the senior team. The end result will be a strategic plan which all members of the team have contributed to and bought into.

## What Does It Cost?

The EBS Strategic Planning service is charged at a **£140 per hour + VAT**.

## About EBS General Management Services

EBS General Management is a specialist area of service from EBS Management Resources, a multi-disciplinary provider of business support services to companies with 15 - 100 employees. Service portfolios are provided for the key functions of Human Resources, Occupational Health, Marketing, Sales and General Management. EBS clients cover a wide range of industries and include Dayla, Bucks Net Services, Nottingham Forest Football Club and Red Door Communications.

The complete set of EBS General Management services includes:

- Level 1 – Senior Team Effectiveness
- Level 2 – Process Definition
- Level 3 – Leadership Training and Training in the Role of a Director
- Level 4 – Enhancing the Performance of The Senior Management Team
- Level 5 – Company Strategy and Business Planning

For more information on this service, please contact us on 01844 211084, or visit our website: [www.ebs-management.co.uk](http://www.ebs-management.co.uk).