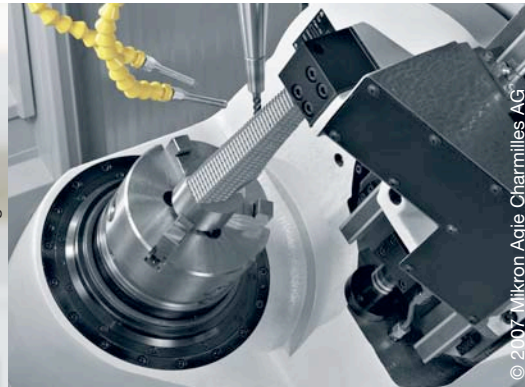




**objectif** *result*  
STRATEGIC CONSULTANCY SERVICE

INVIGORATE YOUR COMPANY

# YOUR SUCCESS IS



## Market study

### How do your clients rate your company ?

We carry out a personalised survey of your main clients, asking such important questions as:

- How do your company's **image** and **reputation** compare to that of your competitors ?
- What **qualities** do your products and services have and how **effective** are they ?
- How is your **customer service** rated ?
- What are your clients' **motivations for purchase**?
- Who are your direct competitors ?

## Competition watch

### How do you ensure your company's longevity?

Competition monitoring is often instinctive, informal and carried out on an irregular basis due to a lack of time or resources.

- Our strategic consultancy service takes care of this important task for you.
- We analyse and interpret any changes among your main **direct clients**. Each quarter you receive a report explaining your direct clients' **strategic manoeuvres**.

## Strategic audit

### Does your strategy give you a lasting competitive advantage?

We select customised tools to respond to the specific requirements of your organisation and the sector in which you operate. We carry out a **strategic business or corporate audit** of your organisation, analysing in particular:

- Your **core competencies** in the **value chain** and which of them may be subcontracted ?
- The **strengths** and **weaknesses** of your organisation as well as the **opportunities** and **threats** within your sector (SWOT analysis).
- The **key to success** within your sector. Do you have what it takes ?
- Study with regard to product or market **diversification**.

The audit's summaries and conclusions are presented in the form of a report indicating strong points and areas for improvement. Support during the improvement implementation phase.

# OUR MOTIVATION



## Value Innovation

### How do you increase your profitability?

Companies that apply Value Innovation are able to experience a **leap in value** (generally non-technical value). These companies **maintain a long-term competitive advantage** and can better respond to the needs of their clients, without increasing their costs.

We put in place a **Value Innovation strategy** in your company. The method comprises a number of steps – from analysis through to application:

- Visualising the **value curve** of a company and its competitors through using a **strategic canvas**.
- Interviewing the company's clients and those of its competitors.
- Filtering criteria using the Exclude-Alleviate-Create-Reinforce matrix.
- Creating a **price strategy** to attract the most purchasers.

In the majority of cases, **Value Innovation** secures a **competitive advantage** for at least 5 years.

## Management & motivation

### How do you motivate your employees ?

They are the main source of value. They possess the **core competencies** that are crucial to the smooth running of your organisation.

We have chosen the methods that are best suited to improving the **motivation** and **personal development** of your human resources:

- A satisfaction survey of your employees to review the situation.
- Courses designed for managers which address: **motivating factors**, different management styles and practical workshops on **equitable management**.

## Tailored services

### Your needs are varied and specific.

That is why we offer a range of à la carte services to satisfy even the most demanding clients:

- We help you to draw up your organisation's **charter**. We provoke reflection in your managers, enabling you to formulate your **vision**, your **mission** and your **values**.
- We help you to set up a **balanced scorecard** in line with your organisation's vision and mission. **Your strategies** are stated in terms of **objectives** that can be **measured** using **performance indicators** (project standard ISO 9004-2010).
- **Personalised advice** on any issues relating to the management of your organisation.
- **Suitability check** of your organisation **structure** in relation to its **size**.

# Our *company* charter

Our charter describes the principles and values which guide us in our mission to meet the expectations of our clients and stakeholders. It allows us to focus our actions so as to provide top quality services and to position ourselves as a centre of excellence.

## Our vision

To secure **lasting success** and **sustainability** for our clients.

## Our mission

To help our clients raise their performance through personalised strategic advice.

## Our values

Our mission is supported by our underlying values, namely:

- **Support** and **commitment** to bring satisfaction to our clients.
- To create an enduring relationship with our clients based on **trust**.
- To ensure **absolute confidentiality** for our clients.
- Mutual **respect** of all stakeholders in our company.

## Our goals

- To position ourselves as a **close** and **trusted partner** that provides solutions customised to the specific needs of each client.
- To provide our clients with expertise in **equitable management** and organisational **psycho-sociology** to increase their employees' **motivation**.
- To create a **long-term relationship** with our clients to ensure their lasting success.
- To set up a network of organisations that use **Value Innovation** on a daily basis to encourage a **best practice exchange**.

## Our expertise

Our expertise lies in our competency in a number of complementary disciplines that are essential for the smooth running of any organisation:

- **Marketing** is a discipline that monitors the changes in our clients' environment. A **personalised market study** supplies information on the **opportunities** and **threats** in the particular sector as well as the **needs** and **expectations** of their clients.
- **Strategy** is an area that enables the selection of the most appropriate tactics for the situation. During a **strategic audit**, we reveal the **strengths** and **weaknesses** of an organisation, its **value-added chain** as well as whether it has the **keys to success** within its sector.
- **Financial analysis** measures the organisation's economic profitability. To facilitate financial management, we establish **relevant ratios**, the most well-known being: cash flow and return on investment (ROI). The latter, for example, enables an organisation to calculate the profitability of an investment when pursuing market or product diversification.
- **Technical expertise** is essential to reveal our clients' core competencies and the chances of success for their products under development.

**Thanks to our global approach and our wealth of experience, we deliver concrete, pragmatic solutions for the projects with which we are entrusted.**