

# **JAMES A ROBERTSON AND ASSOCIATES**

STRATEGIC BUSINESS SOLUTIONS SINCE 1989  
*Achieving effective, sustainable competitive advantage and  
profitable, decisive corporate operation through effective  
application of I.T. and strategy*

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## **INTRODUCING *STRATPROC*<sup>®</sup> CORPORATE STRATEGIC DESIGN PROCESS**

### **Dramatic Millennial Corporate Failures**

The new millennium has been characterised by an increasing number of dramatic corporate failures, Swissair, Sabena, Fedsure Healthcare and others. In many cases the outcome has been total fragmentation of asset base at "fire sale" prices.

### **Effective Holistic Strategic Plans are Vital**

The writer was recently involved in an executive consulting capacity to a corporation that was bought out by one of these high flying entities. Having observed first hand the factors that gave rise to the failure it is apparent that the lack of an effective, comprehensive, holistic and systematic strategic planning process is central to corporate disintegration of this magnitude.

### **Lip Service to Strategic Planning**

For many years Strategic planning has, at best received lip service, at worst been regarded as a jamboree weekend once a year.

### **Critical Need for Robust Plans**

However, even those corporations that HAVE recognized the need for Strategic planning have often found themselves without guidance in terms of robust plans that are capable of measurable, result producing execution.

In response to this need, **JAR&A** have developed a portfolio of strategic analysis and design methodologies.

### Far Beyond "Mission" and "Vision"

These methodologies go far beyond the traditional issues of "vision" and "mission" to develop a comprehensive structured analysis. This includes the global market strategic context of the corporate business environment, market attractiveness factors, market critical success factors, clear definition of strategic drivers (SWOT, etc), analysis of the market and product life cycle stages, etc.

These analyses, which tend to be the end point of most strategic processes represent the basic point of departure in **STRATPROC**®.

No plan and particularly a strategic plan which is, of necessity, abstract and far reaching, has any hope of a successful outcome if planning ends at this point.

### Builds on Engineering and Military Planning

Recognizing this, **STRATPROC**® builds on Engineering and Military planning principles to systematically develop a comprehensive structured strategic design.

This includes structured gap analyses, multi-dimensional strategic and operational frameworks and detailed measurable and actionable project plans.

These plans are suitable for management using high level professional project management methodologies capable of guaranteeing the desired outcome.

### Design Takes Account of All Factors Causing Failure

The project plan design takes account of ALL factors that are known to give rise to strategic project failure by specifying a comprehensive multi-disciplinary professional team.

This design draws on the expertise which has resulted in Dr James A Robertson being listed in "Who's Who in the World" since 1999.

### Top Down Approach

The entire strategic design takes place using a systematic TOP DOWN design approach which ensures congruent and consistent allocation of accountabilities and reporting lines.

This permits bottom up progress and budget reporting using electronic tools integrating with corporate financial management and human resource systems. TOGETHER with top down accountability and single line of

ownership for all successes and failures management are equipped to empower subordinates with confidence.

### Results Orientated Corporate Governance

The strategic and operational frameworks provide the basis for results orientated corporate governance structures which fully support the strategic and operational objectives of the corporation. Governance design includes mechanisms to prevent capital and cash intensive operational divisions undermining strategic direction for the sake of short term benefits.

### An Intensive Long Term Process

**STRATPROC**® is NOT a quick fix. It is an intensive, LONG TERM process which, if adopted fully, will result in fundamental structural corporate optimization.

This optimization is geared to instilling and entrenching a culture of RIGHT FIRST TIME EVERY TIME! The end objective is a corporation that is so fundamentally well engineered and inherently internally stable that it can respond instantly to every nuance of global or local environmental threat and opportunity.

### An Engineering Solution

**STRATPROC**® is an engineering solution, it is designed to be utilized by those who must work in the corporate executive engine room and live the plan. It does not involve an army of expensive MBA's with limited accountability. It entails a way of doing things that is tailored to fit YOUR CORPORATION making MAXIMUM USE OF YOUR PEOPLE assisted as necessary by our expertise to the extent necessary for optimal efficiency.

### For Corporations with a Long Term Vision

**STRATPROC**® has been designed for corporations that intend to make an impact in the market place and to continue to make that impact decades into the future. If your corporation has a vision of being a dominant global player or of redefining the playing field. **STRATPROC**® is for you.

### Can be Applied in Stages

If your corporation is not yet in that league, the components of **STRATPROC**® are available in bite sized modules which will make a difference to ANY corporation that has it's sights set on corporate excellence.

### STRATSNAP, a Cost Effective High Yield Solution

In particular, our one day and three day **STRATSNAP**® Strategic Snap shot workshops, with or without supporting corporate review, offer cost effective, high yield solutions for even the smallest corporate entity.

These processes have been successfully applied across the full diversity of private and public sector clients with great effect.

We are so confident of the effectiveness of this process that if value for money is your paramount concern we are willing to undertake the one day process on risk provided you cover our expenses!

*We Look Forward to Assisting You*

Whatever your strategic planning needs and whatever the size of your corporation, we look forward to assisting your corporation to achieve it's full potential.

***Dr JAMES A ROBERTSON  
CHIEF EXECUTIVE OFFICER***