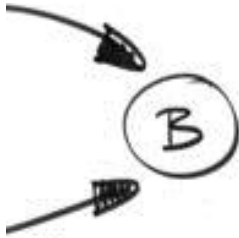




Integrated Strategic Management

Corporate management works better when the strategic planning and implementation, the budgeting and the target agreements (MbO) are well-integrated. Besides the right instruments, strong management commitment mainly requires professionally designed communication processes with all the key persons. We design your customized annual planning and controlling process together with you.



**Goal-oriented planning and controlling?
An integrated management process
makes it possible.**

Typical Cases

- The important management processes (controlling, MbO and strategic planning and implementation) are not coordinated and thwart goal-oriented management.
- Developed strategies are lacking.
- Rituals and tactics dominate the annual planning process.

Benefits

Vision, strategies, work programs/projects, budgets and target agreements are well-coordinated by means of integrated corporate management. Your executives transfer the corporate strategy into their day-to-day business. The company's orientation is aligned and easier to manage. There is less tactics and intransparency. Dialogue and common understanding in shaping the future characterize day-to-day management.



Annual Cycle of Corporate Management



Integrated planning and controlling comprises:

- A transparent annual road map according to the 5 stages: strategic review, strategic orientation, development of work programs, deriving of budgets and transfer into target agreements.
- 2 to 3 workshops on strategic planning and budgeting between top management, middle management and key persons.
- Use of integrative instruments like Hoshin plans or simple strategic management maps.
- Ambition for integrative management in top management, and support by professional controlling and external moderation.

Get moving quickly, i.e. forget about formulating lengthy detailed theoretical descriptions of processes. Get started with a quick check of your current planning and controlling processes.

We support you by ...

- developing a customized strategy and planning process.
- contributing instruments and methods.
- clarifying the strategic key points as well as working out guiding strategies and work programs together with you.
- adapting your controlling system.
- preparing and moderating annual strategy reviews.