

Bricks of Streetwise Strategy Twelve core areas of strategic development

By Fredy Namdin

“There is such potential in our business, but where do we start?”

The complexity and dynamic of business often drown the initial excitement and inspiration of entrepreneurs. Things are just too crowded, confusing, and overwhelming. It is time to take a small step outside to view the business from different perspectives. What you find might light up the spirit again.

Business owners and managers are some of the busiest people on the planet. They wake up early morning. They go to work, and then they spend the whole day ‘putting out fires’ in their businesses. There is always something wrong somewhere in some departments. Their phone rings every five minutes and each call is either urgent or urgent & important.

It is not surprising that most of them have not taken the time to think about their businesses. They just have no time.

We have developed simple model to help business owners and managers to pinpoint core areas for improvements. These are 12 crucial areas, highly relevant for strategic development, designed to win real battles in business.

“We win business battles through business strategy that is smooth, canny, sharp, but honest – streetwise strategy” - Fenn Corporate

The following model may be helpful in determining core areas where you want your business to grow. Please answer each question from each area with your current satisfaction level (1-10).
1-not satisfied at all, 10-very very satisfied

Values Propositions

Are your products/services better suited to your target customers compared to what your competitors are offering?

Cash Flow

Is your cash flow at a healthy level?

Employee Engagement

Are your employees highly connected emotionally and intellectually to your business?

Financial Resources

Can you easily get good finance with good terms?

Market Positioning

Are you well positioned in terms of who you compete with and who your allies are?

Customer Relationships

Are your customers highly satisfied with your products/services?

Sales Closing

Is your business doing well in closing its potential sales?

Lead Generation

Is your business doing well in getting healthy dose of high quality sales leads?

Marketplace Chains

Is your network of supply chains efficient and well oiled?

Products & Services Capability

Have your products & services reached their highest potentials?

Supplier Relationships

Are your suppliers highly supportive of your business?

Fulfillment Efficiency

Is your fulfillment process highly efficient and robust?

If you answered <5 to any of the core areas, it is worth discussing this further with your coach for improvement strategy.