

The **Competitive Strength Report Process** is the only tool available from anyone, anywhere that provides an **objective** measure of Competitive Strength compared to the very best in the world. It is based on extensive and rock solid research into what it takes to create and sustain an organisation that can exceed expectations in every respect.

The **Competitive Strength Report** enables a company leadership to understand where they are positioned, in comparison to the very best, where their main threats lie, what the implications are and helps them decide very clearly, collectively and speedily what they need to do. There is nothing else as fast, as accessible or as affordable.

Excellence provides massive competitive advantage compared to the average in ANY market = Comparative Competitive Strength

Research by
Dr Vinod Singhal

Measured 5 Year GROWTH	Average	Excellent	Competitive Advantage	Comparative Strength
Operating Profit	43%	86%	43%	+ 100%
Sales	32%	62%	30%	+ 94%
Return on Sales	0%	12%	12%	Infinite!
Return on Assets	6%	13%	7%	+ 117%
Total Assets	37%	67%	30%	+ 81%
Share Price	70%	114%	44%	+ 63%

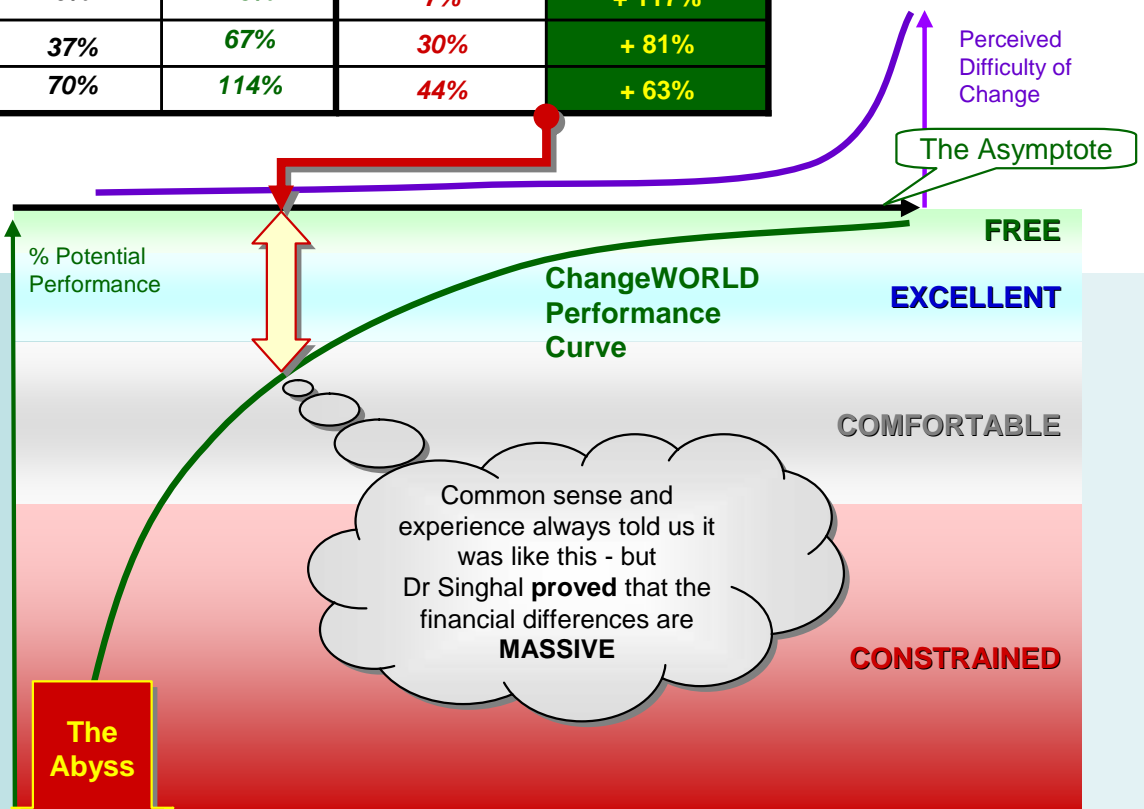


A "Bit Better Than Average" is now a strictly **TEMPORARY** and **PRECARIOUS** position.

The Competitive Strength Report Process

Chief Officer
Check Context & Focus
Telephone Conversation
Time needed - 30 mins

Web Questionnaire
15 Competitive Strength questions
10 Abyss choices from each of 6 sectors
Time needed - 40 mins



Competitive Strength Report 66 pages

- One overall Competitive Strength condition – **Free, Excellent, Comfortable** or **Constrained**
- 6 times 10 Abyss Ratings from Not Relevant to High Impact
- Full spread of individual inputs clearly shown (but anonymous)
- 2 Decision Workshop Preparation templates - < 2 hours needed

CSR Decision Workshop 2 half days – (or 1 full day)

- Understand Financial Implications of Competitive Strength score
- Understand implications of Abyss ratings
- Explore and resolve range of views
- Clarify the range of controllability
- Make one of THREE choices of potential overall Outcome
- Unanimously commit to first steps

CSR Review Workshop 1 half day – within 3 months

- Confirm that action has happened – ensure that next steps are clear

“We now know how our business compares with the very best in the world. We fully understand the financial implications of this and the threats that we see coming up behind us. We have made our choice of the Transformation of Performance we need. We are unanimously committed to action.”