



CMAssociates

Vision & Strategy

The old adage of *“if you don't know where you are going, how will you know if you have got there”* is particularly true in this ever changing and challenging world.

However, creating that vision, deciding on your destination, understanding your core purpose, identifying the values you stand for and planning how you can get there are all critical first steps in the journey.

CMA can help you create a real and achievable vision, associated strategies and an integrated performance management framework to ***deliver sustainable results.***

Some of the tools and techniques we use are:

- Scenario building
 - It is vitally important to understand the “what ifs” and to predict their effect
 - This pre-knowledge allows organisations to flex their strategies to meet different challenges and changes in their environment
 - Will identify key gaps in Capability and Capacity – linking to risk assessment
- Business profiling and analysis
 - Organisations need to know where they fit within their market place
 - They also need to know who else is there and their respective performances
 - Will identify appropriate benchmarks and competitive strategies



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- Partnering strategies
 - There are many forms of partnerships
 - Ranging from a loose collaboration to a full merger of operation
 - Identifying the right partner and establishing the “rules of engagement” are crucial first steps
 - The management of the relationship will determine success

- Risk assessment
 - From Corporate Governance to resource deployment
 - There is a need to identify and quantify associated risks
 - Mitigating strategies need to be built and monitored
 - Need to embed in the Performance Management system

For further information please contact us at enquires@cmassociates.co.uk or by phone on +44(0)7766 052251.