

BAMFORD ASSOCIATES^{LLC}

Strategy Implementation that Works

How do you Transform a Company? Every organization that we talk with is trying to find new, creative ways to establish a competitive advantage. This is the core discussion in every Board of Directors meeting.

Work with the author who wrote the books on how to make Strategy WORK.

How can the company utilize new technologies? How can you tap into the expertise in your company? What would you do if we were starting all this from scratch and were not bound by our current systems?

This can be done; it takes strong guidance and a deep knowledge of the processes that work.

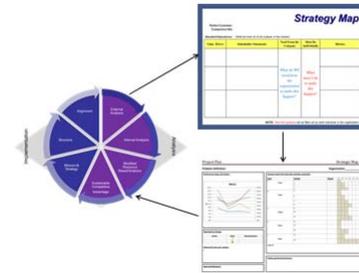
The problem is that most companies are not effective or efficient in defining what will truly separate their organization from their competitors AND they don't effectively engage the entire company in implementing the strategy. Without both elements, a company is left with a strategy that the employees see as a distraction and with an implementation effort that becomes a box checking exercise.

This needs to change. There is no secret to the design and implementation of a transformational strategy. It is both a process and an art.

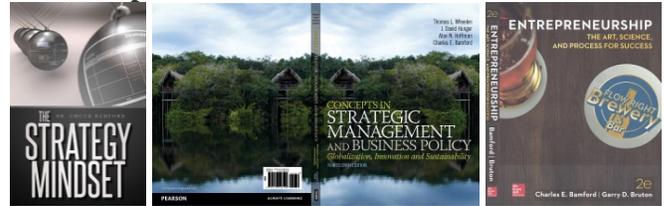
BAMFORD ASSOCIATES^{LLC} works with companies to identify and take advantage of competitive advantages and has been doing so for over **20 years**. We work with teams to develop **STRATEGY** for organizations such that everyone in the company knows exactly where they should focus their efforts and what they are responsible for delivering.

Breaking any business into that which is **standard** and that which is truly **exceptional** about the company leads to a unique approach for most organizations. Aligning everyone in the organization creates a situation where **thousands of small actions** allow an organization to cross a tipping point and become extraordinary.

More than ever companies need to focus on what really matters AND get every employee focused on those few things. In our opinion every employee is a salesperson for the company.



Our process works with your staff to dive into your organization's resources, capabilities and competencies in order to develop an executable plan. Then we work side-by-side with the organization to ensure effective implementation.



Explore the Process and the Results that Follow

Our Process

It Starts with the Perfect Customer. A company must have a deep understanding of their perfect customer in order to develop a strategy. The perfect customer instantly understands the value proposition AND is willing to pay for it.

Who is in the Comparative Competitive Set? Customers compare your offerings with those of your competitors. Developing a list of comparative competitors and evaluating your position relative to that group is integral to developing a real strategy.

Standard Operations vs. True Separators Every organization has thousands of activities that must be done and must be done well. **HALF** of Strategy is defining those activities that are not at or near median and developing a plan to bring them to median.

The other **HALF** of Strategy is determining what constitutes the company's TRUE Competitive Advantages.

The goal is to separate what we **think** might be unique from what **really** provides a competitive advantage. We use a modified version of Resource-Based Analysis (RBA). While it has many acronyms (VRIN, VRIST, VRIO, etc.); RBA is the most well-tested, well-researched and most widely utilized approach in the field of strategy today. It is the key to separating those resources / capabilities that appear to be unique from those that truly provide the company with a competitive advantage.

We led the entire field to modify this approach more than a decade ago to align it with the practicalities of business and have used it successfully ever since. This approach is now the cornerstone of Strategy Design used by practitioners in every industry.

What Happens? The effort leads to a short list of current competitive advantages and a strategy process to find those new ideas that will provide the company with future competitive advantages.

A Strategy Map

- What Do You Want to Hear Customer's Say?
- How will You Drive Success?
- How will You Measure Strategy Success?



Specific Plans for Implementation

- Cadence (We Prefer Every 2 Weeks)
- Metrics & Outcomes

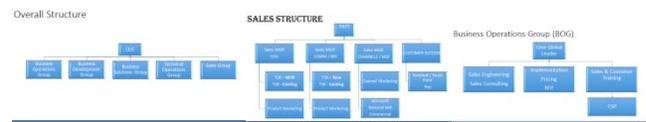


Strategic Priorities

- What Does the Company Need to Do NOW?
- Elements to be Accomplished

Structure the Organization

- Aligning the Structure is the MOST important element of Success



The key to implementation is having every employee personally responsible for the success of the strategy.

How is this is Accomplished.

Dr. Bamford led both M&A and corporate training groups for twelve years prior to pursuing his Ph.D. He is the author of **The Strategy Mindset** as well as two of the market leading Strategy (Pearson / Prentice-Hall) & Entrepreneurship (McGraw-Hill) textbooks used in undergraduate & graduate programs.

Take your company as far as you like.

Strategy is at best ½ Art and ½ Science. We know the science. Taking your company and the expertise that already resides in your company to a point where you have compelling and creative competitive advantages that are actually implemented is doable.