

# Challenging the Rules of the Game!

## A seminar for managers looking for ...

- **A ‘breakthrough’ strategy**
  - **The questions to ask to make a superior strategy**
  - **A dynamic approach to strategy development**

### The seminar

Using a refreshingly practical, yet proven, approach to strategy development, this one-day event poses the questions that all business strategists must ask, as we guide them through a step-by-step framework for developing their strategic thinking skills.

It offers managers an opportunity to challenge, yet build on, their own approaches to developing existing and new business with strategies that differentiate their companies from their competitors.

Here is a seminar that will challenge managers’ beliefs and assumptions about strategy formulation and their industry’s orthodoxies, whilst introducing a wide variety of innovative processes and questioning techniques, to assist them generate the choices required to create a unique strategic position for their businesses - on a continuing basis.

### What people say!

“What you did was to create the time and space for us to think about our business strategies and you’ve given us a structure to arrive at some new actions and tasks we can test and develop in the market” **Bill Hartley, Hartley’s Nurseries, Liverpool**

“I was really impressed with the way that you tested - and helped us re-think - our approach to strategy development. It was very useful to have someone devote your kind of input” **Andrew May, MD, Mainland Marketing Ltd, Isles of Scilly**

### Solution

#### **DEFINE the Essence of a ‘Breakthrough’ Strategy**

- Understanding how new Unique Strategic Positions develop, and ...

#### **Show HOW to DISCOVER new Unique Strategic Positions for a business**

- Overcoming ‘sacred cows’ and industry orthodoxies through positive crises,
- How to manage innovation in a company,
- How to create variety in the strategic planning process,
- How to manage two profitable strategic positions in the business,
- Creating the underlying organizational environment that promotes innovation strategy formulation,

### Further information and resources

For a **FREE** booklet “**How to Invent New Business - The Practices of Strategic Innovators and How they Create and Exploit New Markets**” please go to <http://tinyurl.com/free-invent-book>, alternatively call 01280 844966 to discover how to create a ‘breakthrough’ strategy!

And for further information on **Challenging the Rules of the Game** seminar, visit our [website](#), or call 01280 844966 and speak to Andrew, or to schedule a taster session email [teresa@uniquebusinessstrategies.co.uk](mailto:teresa@uniquebusinessstrategies.co.uk)

Thank you.



**UBS Unique Business Strategies**

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# Assisting Managers to Develop the Value They and Their Businesses Already Offer



Andrew M Pearson NDA, Dip M, MBA is widely considered to be a leading expert in the fields of strategy, marketing and operations management. He tutors at Oxford Business School and is also a visiting lecturer at Warwick University.

In addition to UK business school experience he has led and presented seminars and workshops at business forums throughout the world. He has extensive experience as a business coach, consultant and management speaker and has

worked with managers and management students in the UK, Europe, China and Libya. He focuses on issues of strategy development, planning and implementation.

His publications include; *How to Invent New Business* and *How to Manage a Business that Works Without You*. A third volume, entitled *The Strategic Manifesto*, will follow in 2010.

Andrew set up his first business aged 25 and steered it to market leadership and a turnover of £11m in 6 years. Since then, he's held senior management and professorial posts at a number of UK firms, including four years with Cargill, during which he founded pioneering strategies for business development in Eastern Europe.

## Clients include:

- A P Moller Terminals
- Andersons Consulting
- BALI (SE)
- Centaur Grain Ltd
- Channel Express Ltd
- Dart Plc
- Edexcel
- Everglade Windows Ltd
- Fowler Welch Ltd
- Hartley's Nurseries Ltd
- LEAF
- Mack International Ltd
- Palmstead Nurseries Ltd
- Velcourt Ltd

## Further courses and coaching support:

- Transforming the Process of Going to Market
- Rejuvenating the Mature Business
- Have you seen a Purple Cow?
- Customer Driven Market Change
- Creating Time to Think and Plan
- So You Think You Know Your Customers

### For more information:

Please contact Andrew or Teresa for a chat on 01280 844966 about this seminar or any other event and also visit [www.uniquebusinessstrategies.co.uk](http://www.uniquebusinessstrategies.co.uk)



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