

# CTH

***“A quick guide  
to improve your strategy”***

## BUSINESS METHODOLOGY STRUCTURE

This guide will help you improve your quality, services, cost and speed. I would suggest you to create sub-categories where applicable.

Define	Measure	Analyze	Improve	Control
Project	Ex:Value stream map			
Validate Goals				
Identify early problems				
Validate VOC*				
Validate VOB**				
Financial benefits				
Create comms plan				
Select & launch team				
Schedule				
Control				

\* VOC: Stands for **V**oice **O**f the **C**ustomer

\*\* VOB: Stands for **V**oice **O**f the **B**usiness

## BENCHMARKING

What better tool to improve quality services, measure impact, cost and time. Benchmarking are measures that have been achieved by others or some specialised business. They are a good way of injecting new ideas into your strategy or processes.

### Sources and types of benchmarking:

- 🕒 Surveys made by industry experts
- 🕒 Research ( White papers, ebooks)
- 🕒 Trade or professionals (Seminars, publications, websites,webinars..)
- 🕒 Staff experience

	Pros	Cons
<b>Internal company</b>	<ul style="list-style-type: none"> <li>🕒 Establish a baseline for external benchmarking</li> <li>🕒 Identifies differences within the company</li> <li>🕒 Can provide quick and easy-to-adapt improvement</li> </ul>	<ul style="list-style-type: none"> <li>🕒 Opportunities for improvement are often limited.</li> </ul>
<b>Industry</b>	<ul style="list-style-type: none"> <li>🕒 Provides Industry trend information</li> <li>🕒 Insight management expertise</li> <li>🕒 Qualitative, quantitative and process based comparison</li> </ul>	<ul style="list-style-type: none"> <li>🕒 Opportunities for improvement may be limited by industry</li> </ul>
<b>Direct Competition</b>	<ul style="list-style-type: none"> <li>🕒 Prioritise areas of improvement based on competition activity</li> <li>🕒 Best used case studies, competitive intel research</li> </ul>	<ul style="list-style-type: none"> <li>🕒 Limited pool of participants</li> <li>🕒 Potential issues if applying same module</li> </ul>
<b>Best -In-Class</b>	<ul style="list-style-type: none"> <li>🕒 Gather multiple industries</li> <li>🕒 Best opportunity for Identify innovation practices</li> <li>🕒 Chance to improve processes</li> <li>🕒 Get brand new perspective</li> <li>🕒 Collect free information online</li> </ul>	<ul style="list-style-type: none"> <li>🕒 Often difficult to identify who is best in class</li> <li>🕒 Cannot easily access information</li> </ul>

**PLANNING MARKETING BUDGET**

Type of Cost	Cost	% Budget	Who does it	Outsource – to whom
Advertising				
Magazines				
e-Newsletter				
Direct email				
Web development				
Online advertising				
Networking events				
Other				
Other				
<b>TOTAL</b>	100.00%			





## GOAL TRACKER SUCCESS PLANNER

Identify, set achievable goals for a successful consulting business - Be sure to keep referring back to this sheet to ensure you are on track.

Goals	6 Months	Year 1	Year 2	Year 3	Year 4	Year 5
Personal Goals						
Business Goals						
Number of Clients						
Revenues						
Profit %						
Hire Marketing people						
Create eBook						
Partnership						
Other Goals						

## COMPETITIVE RESEARCH SHEET

This sheet will help you identify areas where your direct competitors are doing better as well where you can improve. Be honest with yourself and fill up as much information as you can. The more you know about your enemy the better. Get to the top of your market place by taking advantage of their weakness.

Competitor's Name	Products / Services	Their U.S.P	Their Pricing Model	Which Key Features are they Providing	What are they not offering that you could



## CONSULTING/ BUSINESS COSTS

Keep an eye on your ongoing costs ( software, hosting..)be proactive and worry less.

Business Department	Cost	Ongoing Monthly Cost	One-OFF Cost	30- 60 Day Payment	Renewals
Marketing					
Sales					
Social Media					
Web Hosting					
R&D					
HR					
Other					
<b>Total</b>					