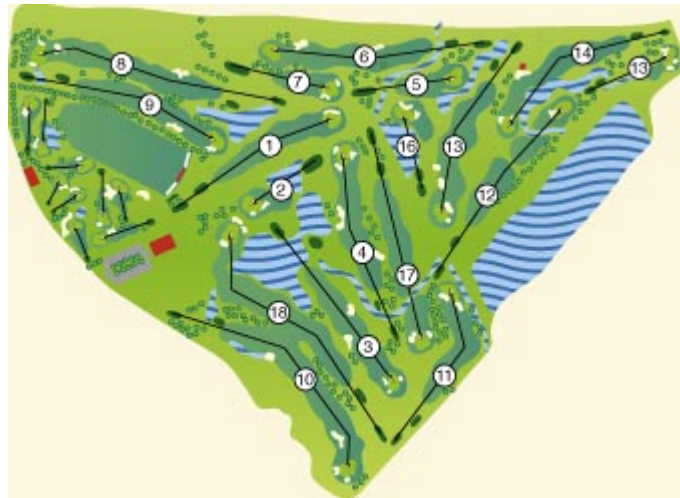


“What a difference a weekend can make!”



Using the RealBiz® “Executive Weekend” approach to map your company’s strategies, business position and business risks.

“What a difference a weekend can make!”

That is what an early participant felt after the RealBiz® program “Executive Weekend”.

Rethinking your strategies.

All companies need to rethink their strategies now and then, in today’s fast changing business climate more than ever. In most cases this tends to become a long, cumbersome process, perhaps also involving a host of highly paid consultants.

“Executive Weekend” – a different program – and a program that can make a difference.

It is about a highly focused, intensive process, that will require very active involvement from your management – but only for three days. It will create unusual results in a minimum of time, during an extended weekend, or in any three consecutive days.

A total immersion in strategy.

“Executive Weekend” provides a total immersion in your company’s critical issues. It is a mental strategic workout in which all your team members make a high-intensity, highly structured effort to optimize their thinking in a short time.

Your team, our team – and two powerful tools:

The key resource is your own team, with its in-depth familiarity with your company, supported by highly experienced RealBiz staff as catalysts. You will use two unique tools, the RealBiz® business analysis program, and the high capacity FinWiz™ program for advanced calculations. At the end of the third day you will typically have a corporate strategic plan, worked out in complete partnership by everyone concerned, and with full responsibility.

How can it be done so fast?

The philosophy is the same as companies increasingly apply to manufacturing, sales, administration and to other parts of their process: cut the slack!

No slack!

There is no slack in a RealBiz® supported “Executive Weekend”! A normal strategy consultant uses weeks for lengthy interviews, intermediate reports, long meetings with separate groups, then tries to build it all together into a combined approach. In “Executive Weekend” all those steps are speeded up and welded together into one unified process, with everyone involved, at the same time, under the same roof.

How do you do it?

Typically, the participants, the top management team, with or without a few members, get together on a Thursday night, preferably in a relaxed location, away from the office atmosphere. They bring data as suggested by RealBiz in advance.

The following morning kicks off a computer-supported RealBiz® interview, facilitated by RealBiz staff. This interview covers the company’s total environment and usually leads to active discussions between the team members, leading to joint positions on each issue. A Checklist with all questions and answers is signed off.

That night(!), the unique RealBiz® computer analysis program processes all the information and delivers a 30-50 page report, with charts, graphs, tables and detailed conclusions. It features, in clear visuals, the main factors that may be crucial to the company. This report provides the platform for the discussion the second day. Each key factor is given time and attention and decisions are taken, then and there.

On the third day it all comes together, including a thorough analysis of financial consequences and results. Investments, restructurings, staff changes etc. are assessed, using the calculation module FinWiz™, which allows a wide range of alternative solutions to be evaluated and reassessed in seconds.

A deep feeling of achievement.

At the end of the third day, typically, the management team can go back home with a deeply shared feeling of achievement. They emerge from the program as a team, having had their chance to contribute to a new strategic platform. Every participant can buy into it, having been part of its creation, and at the same time having heard the opinions and priorities of the others.

Time-effective - and cost-effective.

The most important benefit in using the “Executive Weekend” approach is the quality of the process. Hundreds of analyses have been made using the RealBiz® program, all, without exception, proven to be correct. The time gains, comparing with a traditional strategic review, are obvious. So are the cost savings, typically shaving off \$ 100.000’s.

For an estimate and detailed information:

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