

Introduction

Rodenberg Tillman & Associates is an intelligence-based international strategic marketing and management consulting firm located in The Netherlands. The firm provides clients with a comprehensive range of practical consulting solutions, offers competitive intelligence research, facilitates in the competitive intelligence process of implementation and leads management in training, workshops and master classes towards improved Competitive Power.

We have a simple mission: facilitating the success of our clients. Our business and consulting philosophies are unique. We have the resources and capabilities of a large international firm, yet we deliver the kind of fast response, exceptional results and personal involvement and attention that only a smaller firm can provide. We invite you to experience the difference.

Products & Services

- The Tillman Marketing & Business® Intelligence Research Unit®
- The Tillman Watch Tower®
- The Tillman Intelligence Systems Solution®
- The Business Intelligence Institute®
- The Tillman Six Phases Model of CI Implementation®
- The Tillman Information Audit®
- The Tillman Strategic Audit®
- Freedom of Action Assessment®
- Trade IQ™
- Boost The Business®

Freedom of Action

A new way for management to manage their company's business environment.

This new reporting system provides us with methods and metrics to report and measure dependencies. It's all about the ultimate strategic asset called “Freedom of Action”. The strategic road to “freedom of action” follows a step-by-step process which starts with relationships. Contrary to accounting reflecting past performance, this new management solution points to crucial pro-active features. It offers to assess present threats and possibilities and find ways to strengthen the company's strategic and operational position.

To our knowledge no other reporting system is able to deliver such a outside-in practical process for future actions.

Relationships

‘The need to understand and manage the company in its living environment, in a connected economy, will call for a new focus on what is good for a company. First moving from a balance sheet focus to a relationship focus. The demands of change and flexibility are at the top of the list of most companies. Only companies that prioritise relationships over fixed assets have a chance to adapt to new situations. But how to measure the dependencies the company has in its relations with other stakeholders and partners.

The “freedom of action” analysis uses the best source of knowledge available about the company, its management team or board of management. The process generates consistent results, a clear and easy to read report for implementation and it can not be manipulated.

Analysis of Relationships

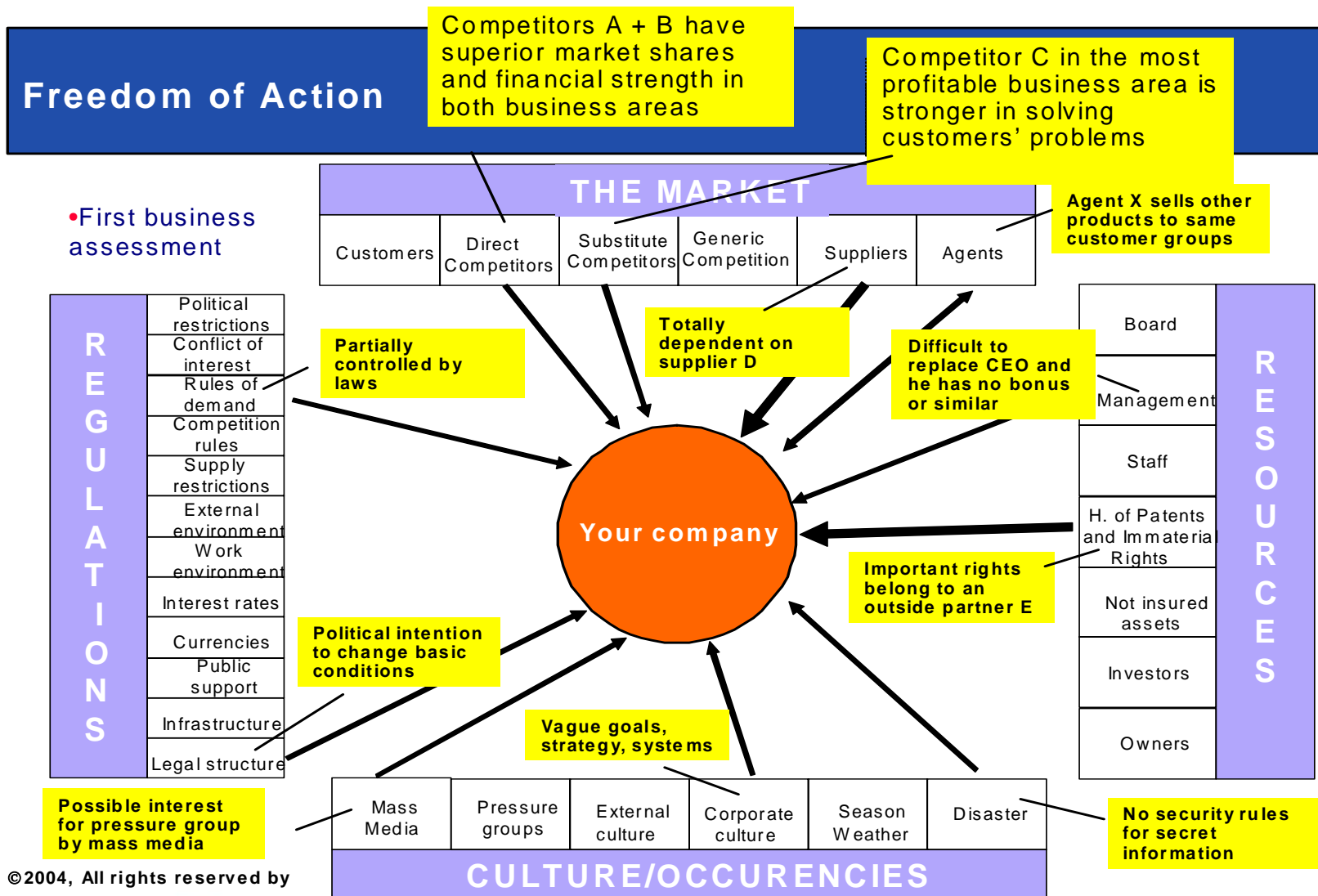
The result of the process is a very specific unique computer generated diagnosis of the current business position of the company that covers up to 140 aspects per business, complete with graphs, tables and text, with logic and conclusions explained in detail. The clue to the process is a clear structure of all important relationships. To establish this, all relevant relationships are defined and classified by kind and strength, will be measured and finally combined with the result as presented in the schedule.

Freedom of Action

This new management tool which enables you to be able to manage the dynamics in your business environment does not lean on a traditional numeric analysis of financial details in company accounting. It does not force all information into just a balance sheet or income statement. Rather, the “freedom of action” intelligence based management reporting system reports what is essential in and around the company, presents it and allows conclusions from it. The focus is on relevance rather than precision.

The “freedom of action” business solution is fully based on the statement that **“most important decisions are not taken inside your company but outside your company”**

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