



Ian Thomson, a partner in Thomson Orchard Partnership, is a very experienced business consultant, having spent over 20 years with PA Consulting Group, a leading management consultancy and more than 15 years in self-employment. He specialises in the development and implementation of high growth business and marketing strategies. His clients are drawn from a wide range of industries.

If you are like most owners and managing directors, you probably want to build a better future for your business. But it is possible that you are too busy to stand back and plan for that better future.

Whatever you feel about Brexit and its uncertainties, the challenge for any business is to be better than its competition. Success comes from having a clear plan of where the business is going and how to get there – so take matters into your own hands, control your own future and build that “better business”. A good strategy is one that turns aspirations into actions, expectations into reality. This paper gives some practical and effective ideas for achieving your aims.

The “better business” ...

- Really understands its customers and markets, selects the right markets, exploits opportunities
- Is obsessed with delivering real service and value to customers
- Regularly introduces new products/services and seeks to differentiate its offering in the marketplace
- Constantly strives for lowest cost, high quality, very responsive reliable operations
- Ensures that it has competent people, develops their commitment and potential
- Provides visible, enthusiastic leadership and direction
- Maintains a balance between short-term continuous improvements and longer-term strategic change with a defined vision
- Has above average profitability for its sector
- Is envied by its competitors and is more attractive to do business with.

You will need to work on every aspect of the business - your management performance, your market performance and your operational performance.

The “One Page Strategy” approach

Our approach to building a business strategy provides the robust framework to help you to do this in a structured way. The key features:

- It is highly interactive, ensuring full ownership of the final plan and commitment to its success
- It draws out creativity from within the business, resulting in plans which are more ambitious
- It develops plans which are both achievable and flexible for future adaptation
- The strategy is summarised on one page which has a logical structure, is easy to use and understood by all.

We use a very logical, straightforward process with five clear ‘thinking’ steps, seeking the answers to five key questions:

- Where are we now? (Key issues, problems, opportunities and options)

- What do we want to become? (Ambition, aims and objectives)
- What will it be like when we get there? (Vision for each part of the organisation)
- What are we going to do? (Change and performance projects)
- When and how do we do it? (Action plans)

The plan sets out what you want to achieve in 3-5 years and how you will do it.

The approach works best when we work with our clients through this five-step process in a series of interactive workshops. The output is progressively built into a “One Page Strategy”:



This is just one presentation – there are many others.

Achieving results

Overall, our process is very demanding but enjoyable and rewarding, and could involve staff from all levels. Those who take part get a lot out of it. It is very effective in developing a very clear, achievable business strategy which belongs to the business, not to the consultants – leading to greater commitment to its implementation.

The results achieved with our clients are very impressive – three-fold growth in sales is typical.

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Thomson Orchard Partnership

Experience, expertise, enthusiasm
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