

## **A High-Class Strategy Process Assures a High-Class Strategy**

The solution VISTALIZER® for Businesses provides a verified concept and process for assessing, defining, deploying, implementing and monitoring a corporate strategy. Based on proven theory and practice it will assure that the corporation will perform better in terms of growth and profitability than the market fundamentals would normally allow.

The solution provides the human resources, technology, information and material to successfully integrate an effective and efficient strategy process into the corporation. If needed, the solution will also define the processes needed to successfully implement the strategy. These processes may e.g. include processes such as the education/training process for external and/or internal use, the marketing/export/sales process for getting the right partners/customers, and/or new product/service information process for getting the right message out on the market in a timely fashion.

The solution may be implemented in a setting where no logic for creating a successful strategy is in place. If the corporation already has a strategy process or logic in place, then the solution will assess the current quality level of the process and outcome (the written strategy) and strengthen such issues deemed necessary. In so doing it will consider the quality of the strategy, deployment, implementation and monitoring. Once in place it will also provide the organization with the knowledge and skills for running the process independently of external expert resources.

The solution takes advantage of an advanced logic for collecting needed data, making a proper analysis and cultivating the information into knowledge, i.e. producing a synthesis of high value. Hence, it is e.g. possible to select the most favorable markets/niches, align a proper mix related to e.g. distribution channels in different countries, assess offered and forthcoming products and services in terms of their strategic relevance to the vision and optimize the use of available resources (human, money, time).

The VISTALIZER® for Businesses –solution is 100% compatible with the network and process improvement solutions (Networks, Consultants/Report, Enterprises) provided by Vitalize Oy and its affiliates. Together the different solutions will provide a very strong value proposition for making right things right in a fast and cost effective way.

### **Focus Group**

The main focus group is (international) corporations with at least 50 employees and a strong desire for profitable growth.

### **How to Get Started?**

Probably the best way to get started is to utilize the strategy assessment module built in the solution. This will provide an analysis and synthesis of the quality of the (written) strategy, the deployment, implementation and monitoring. Based on this synthesis it is straightforward to consider further steps and evaluate the improvement potential related to the strategy.

For more information please contact Markus Pastinen at Vitalize Oy (GSM +358-50-5555567 or e-mail [markus.pastinen@vitalize.fi](mailto:markus.pastinen@vitalize.fi)).