

STRATEGIE: STRATEGICS - ATPOINTS OF VIEW

Definition of purpose and objectives:

- What sort of professional firm do we want to be?
- What will be our culture, our consulting philosophy and our role of solving clients problems, in helping clients to achieve high performance levels, and in developing their learning and problem-solving capabilities?
- Do we want to become leaders in technical terms, that is consultants who are always at the forefront of progress in technology and management methods, and who are the first to offer new information and new services to their clients?
- Shall we confine ourselves strictly to consulting in management, or widen the range of our service offerings? What services should we add in order to be more useful to clients?
- What new services can we afford to add to our portfolio without losing our identity and entering areas beyond our competence?

Business activities:

- What does our consulting firm want to achieve as a business?
- Should our strategy ensure mere survival, moderate growth or rapid expansion?
- What is the position in the market for consulting services that we want to achieve?
- What earnings and profits should be achieved?
- What should our firm's financial strength and independence be?

In: Kubr, M. (1998)