

CUSTOM WORKSHOPS

*How is your eBusiness strategy integrated with other overall business plans?
Is eBusiness delivering real business value?
Are you using the right eBusiness methodology for your "message?"
Are you using a technology best suited for your trading partners?
How will you differentiate your offerings?
What are your real opportunities?
How do we work on uncertainties?
Who "owns" this? And what will be your next steps?
How will you measure success and "readjust" midstream?*

All of these questions can be answered in workshops that bring together the various viewpoints needed for a successful implementation. From the workshops, you will know what can be accomplished technically, economically, and politically. Most businesses fail to harness the power of eBusiness. For example, many companies treat the web as their brochure and their success is limited to that -- electronic brochureware. A well-considered workshop is the best approach...saving both time and dollars.

Factors we will consider together include

- Objectives & tactics
- Branding
- Positioning
- Country / language / local customs
- Scalability
- Legalities
- Leveragability (platform, affiliate marketing, publishing)
- Training

We specialize in two types of workshops: a) **Strategy Development Workshops** and
b) **Custom Workshops**.

You may find taking three solid days out of your schedule to do a **Strategy Development Workshop** is out of the question, so you would rather conduct it at irregular, shorter blocks of time.

Or you want to schedule ½ day session blocks in conjunction with a sales meeting, convention, conference, budget meeting, or a corporate event.

Or you may want to tie together a workshop with some special activity, such as a golf outing, white water rafting, or team-building event.

Or maybe you want to tailor a workshop that includes a few of your valued customers!

A **Custom Workshop** may better fit your needs.

A senior consultant from Strategic eBusiness - Cook Consulting will work closely with you to design and conduct a workshop that meets your unique requirements.



Who Should Participate?

A cross-section of participants is critical to ensure that a wide variety of experience, viewpoints and goals are considered. The selection of participants will need to be matched to goals of the workshop.

A senior consultant from Cook Consulting will lead and facilitate, but it is suggested that the most senior participant host the workshop. Multiple consultants may be needed, based on the design of the workshop.



What We Will Accomplish!

Well, it really depends on what you design into the workshop, but it could include

- Examining your business climate
- Examining your priorities
- Assessing your opportunities
- “Characterizing” your strategy
- Exploring your uncertainties
- Defining your metrics
- Laying out your next steps for execution

Sometimes a relaxed atmosphere helps stimulate the creative process and builds team camaraderie.

Tired of uneventful, unproductive, unsuccessful planning sessions? Here is an alternative that will set you, and your eBusiness, apart from the crowd!



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