

STRATEGY DEVELOPMENT WORKSHOPS

*How is your eBusiness strategy linked with your 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?*

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.**

The **Strategy Development Workshop** includes some “homework” (pre-session preparation), a little lecture, some Kindergarten stories, a little humor, and a lot of work. Plan to be both mentally drained and emotionally energized!

This is not a pre-packaged set of PowerPoint slides or some motivational speech. It's an exploration of your business climate to help your company reach your goals through B2B eBusiness.

The Quick Logistics Details

Duration: One-to-three days

Location: Your choice

Workshop size: Limited to 12

Who Should Participate?

A cross-section of senior participants is critical to ensure that a wide variety of experience, viewpoints and goals are considered. Participants in workshops should be business managers, directors, general managers, managing directors, vice presidents, and chief marketing officers. You may also desire to bring financial, operations, and information systems executives into the discussions at this early stage.

A senior consultant from Cook Consulting will lead and facilitate, but it is suggested that the most senior participant host the workshop.

What We Will Accomplish!

- 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

Workshop Sequence

- Welcome
- Introductions - personal goals
- Review of “Cook Strategy Table”
- Scope
- Marketplace
- Competition
- Channel Structure
- Support (presale, sale and post-sale)
- Opportunity targeting
- Technology match
- Trading partner assessment
- “Characterize” your strategy
- Uncertainties
- Next steps for execution
- Measures
- Close



If a Strategy Development Workshop does not fit your needs, we also conduct **Custom Workshops**.



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