

SCQuARE®

Problem defined : Solution sold

**SCQuARE is the methodology that gives you the skill to think through the problem,
sell the solution and own the execution**

The fastest way to make the complex simple

What is it?

Equipping executives with the analytical skills, approaches and techniques used by leading consultancy companies.

SCQuARE creates a common business language with precision and pace that:

- Embeds a problem solving methodology and skill
- Enables companies to create and own their solutions, engaging their people not management consultants

All encompassing - used by leading companies to tackle subjects ranging from Board Papers, Strategic Plans or Brand Plans to day-to-day problem solving.

An 'end to end' approach incorporating the key elements of a rigorous proposal - analysis, synthesis, brainstorming & action plans converted into a compelling presentation.

What will you get out of it?

SCQuARE provides the complete portfolio of skills to create and sell proposals, enabling you to:

- Reduce the time from idea to implementation by 30% - 50%
- Crystallize complex analysis into concise strategic questions
- Develop valid ideas into business propositions with confidence
- Compile a presentation output that will be persuasive and easily assimilated enabling a decision to be made
- Transfer time away from the torture of internal prevarication and politics to execution

*No-one ever made money out of a plan -
only the execution of it*

Who is it for?

SCQuARE benefits the Organisation, Teams and the Individual

- People who are decision makers and their direct reports
- People who spend time developing plans and proposals both internally and externally
- Team leaders managing multi-functional groups requiring alignment
- Organisations that regularly prepare 'winner takes all' pitches

*SCQuARE is taught through our range of programmes, from
standard training through to application on live issues*

What's involved?

- **Practical, participative and fun** programme with the emphasis on application, working in teams using the approach on real case studies.
- **Small Groups** of up to 12 delegates on a minimum Two Day programme .
- **Centred on the delegate** - the agenda is designed for each delegate to make use of our expertise on specific aspects of SCQuARE as required.
- **Focussed on application** - SCQuARE experts provide live follow up coaching in the workplace, and application on real issues.
- **Has a unique software support package**

What some of our clients say about us.....

"Thanks a lot for your empathy and guidance during the training session. By the way, I am already using the tool with my Product Manager in Brazil. It works wonderfully."

José Martinho, M.D. - Infectious Diseases, Transplantation & Immunology BU Head - Novartis Brazil (2006)



"SCQuARE is a consultant's nightmare...it empowers your people to analyse the problem, develop the solution and OWN the execution"

Vince Robinson - Group Sales Director - NESTLÉ UK Ltd (2006)



"A framework for structured logical business problem solving that drives simple effective decision making."

Jon Bradshaw - Trade Development Director - DIAGEO Australia (2006)



"Fantastically effective investment. POWERPLAN moved our planning process forward six months in three days."

Richard Lamey - CEO - ORACLE EMEA (1994)



"...Finally I felt that I understood the issues back to front and was confident that I could answer any question"...*on presenting a plan to the 400-strong Marketing department*

Elaine Roberts - Business Manager - Marketing - VODAFONE UK (2004)



"SCQuARE has enhanced our business evaluation, improved the creative process and enabled our clients to say yes more readily, due to the strength and clarity of our business propositions."

Simon Hay - Strategic Client Director - dunnhumby UK (2001)



"The Global HR Business Plan was a Home Run, it's been a tremendous success... SCQuARE clearly works and is making the difference".

Cynthia McCague - Global HR Director - THE COCA COLA COMPANY (2006)



"Organising disparate strategic thoughts into a coherent strategic plan with the tools and structure to sell it to someone"

Daan Delen - Marketing Director - BAT Japan (2006)



"...the Beverage Division uses SCQuARE for every single business problem we face and it is part of our everyday vocabulary here."

Fiona Kendrick, MD Beverage Division, NESTLÉ UK (2006)