

Strategic Business Design

is a powerful team process designed by Rick Barrera & Associates that enables companies to seize a competitive advantage in today's business marketplace.

Through four carefully orchestrated phases, Rick Barrera & Associates guides executives and managers through a discovery process. This process helps them to determine a singular focus and to move quickly in directing their intellectual capital, expertise and resources to their highest-leverage opportunities for significant, profitable outcomes.

Professional speaker, author, and consultant, Rick Barrera created Strategic Business Design through extensive study and research while he developed his most popular presentation topic, "Fast Forward: Embracing the Challenges of the 21st Century." That program spotlights key trends in sales, marketing, management and customer service that are driving the world's most prosperous organizations. Inspired by the concepts discussed in "Fast Forward," Strategic Business Design also draws strongly from the expertise Rick has gained from 20 years' experience of consulting with corporate America, including most of the Fortune 500. In addition, the program is further enhanced by the experience and skills of Rick's handpicked, highly trained team of associates who work closely with each client throughout the design process.

Strategic Business Design differs fundamentally from traditional strategic planning and business planning processes, where results may be limited to incremental improvements year after year, leaving the door open for competitors or start-up companies to find radical ways to redefine the playing field. While fostering a dynamic, proactive mindset, Strategic Business Design looks into the future and identifies the ways in which businesses can make dramatic shifts to positions of control, power, influence, growth, profit and competitive advantage. It enables organizations to lead change, rather than being forced to react to competitive moves.

In contrast to traditional strategic planning, which is driven by an arbitrary time line, Strategic Business Design is project driven. Each client's specific goals and unique rate of progress determine the process cycle. While most strategic plans sit on a shelf gathering dust, Strategic Business Design is highly interactive because it uses a variety of communication channels, including virtual work space applications. This results in a design process that lives with every employee in his or her daily work space.

The four major components of the Rick Barrera & Associates Strategic Business Design process are:

The Kick-Off Meeting

In this full-day session Rick and his associates describe the components of Strategic Business Design, assist your company's team in setting up guidelines for working together throughout the process, and coordinate the internal and external research to be done before the Summit Meeting.

The Research Phase

This 30-90 day information-gathering phase begins immediately after the Kick-Off Meeting. The research phase is critical to the process because it provides an accurate foundation of data, which will enable your team to make appropriate decisions at the summit.

Each person on the team will take an active role in assembling information about your customers, competitors, industry trends, marketing strategies, etc. Over half of the research will be done with your customers – a marked difference from the methods often used in traditional strategic planning processes, where most decisions are based on the opinions of staff members with little or no input from customers.

The Summit Meeting

The objective of this three-day session, conducted by Rick and/or an RBA associate, is to identify one or two high-leverage opportunities that will radically shift your company's position in the marketplace. The body of data gathered during the research phase is reviewed by the team and analyzed to facilitate the decision-making process. Once the best opportunity is pinpointed, your team will design a complete blueprint for implementation.

Quarterly Updates

These are one- to two-day sessions during which your entire design team reconvenes to discuss the progress of the targeted opportunity. The team will discuss environmental changes, breakdowns, and recovery strategies. When your first strategy has been successfully implemented and your team is ready, the next target opportunity is selected and implemented.

FORMATS

KEYNOTES 90 MINUTES
BREAKOUTS & TO
GENERAL SESSIONS 4 HOURS

WORKSHOPS/ 3-6 HOURS
RETREATS 1-3 DAYS

Customized, Long-term Culture Shift Programs Are Also Available



VALUE-ADDED DESIGN
ORGANIZATIONAL STRUCTURE
DIFFERENTIATION STRATEGY
ASSUMPTIONS
MARKETING METHODOLOGIES
OFFERS
SOURCE OF PROFIT
TARGET MARKET