



Scenario Planning and Strategy Preparation

CSK FastTrack™ Strategy Workshops

Our Services

Process and workshop design tailor-made to your business

Detailed preparation by session

Workshop facilitation and conduction of interviews

Full-service set-up and administration

Complete follow-up and documentation

Our Customers

A Regional Consulting Company
Switzerland

A National Telecommunications
Operator
Switzerland

A Government Services
Organisation
Switzerland

A Cable Operator
Malta

A Wireline Operator
Portugal

Why FastTrack™ Strategy Workshops?

Is it time to revise your strategies or to adapt your long-term plans to the changing economy? You are seeking for consensus within your management team about potential strategic options, but you do not have the time to conduct endless workshops?

With our tailor-made FastTrack programme, we provide a proven and effective tool to jointly identify business scenarios to develop strategic roadmaps for your company or your business unit with you.

The FastTrack concept comprises of a series of two interview rounds and two 1-day workshops. The complete programme is scheduled to last about two to three weeks in order to provide enough time to develop the scenarios and plan the activities, but without tying you up in long improvised strategy workshops.

As a result, FastTrack provides crisp industry scenarios and appropriate strategic options and ensures a wide buy-in of your management team.



Our Deliverable - our Promise

We care for:

- **Preparation**
 - Clearly defined objectives,
 - Method adaptation to your needs
 - Timeline
 - Clearly defined scope (industry, time horizon, region, product, etc.)
 - Identification of stakeholders and participants
 - Full set-up and administration
 - Seminar hotel (optional)
- **Process Lead**
 - Interviews to prepare FastTrack Workshops
 - Facilitation of Workshops
 - Methodology Lead
- **Follow-up and Documentation**
 - Process documentation (CD-ROM)
 - Co-ordination of follow-up activities as required

We conduct all our programmes in English and/or German.

Topics of CSK Management Workshops

- Strategy Review and Implementation
- Large Project Kick-Offs
- Cost Reduction Strategy Sessions
- Cross-Business-Unit Workshops
- Management Trainings
- Communication Trainings

Full Service - No Hassle

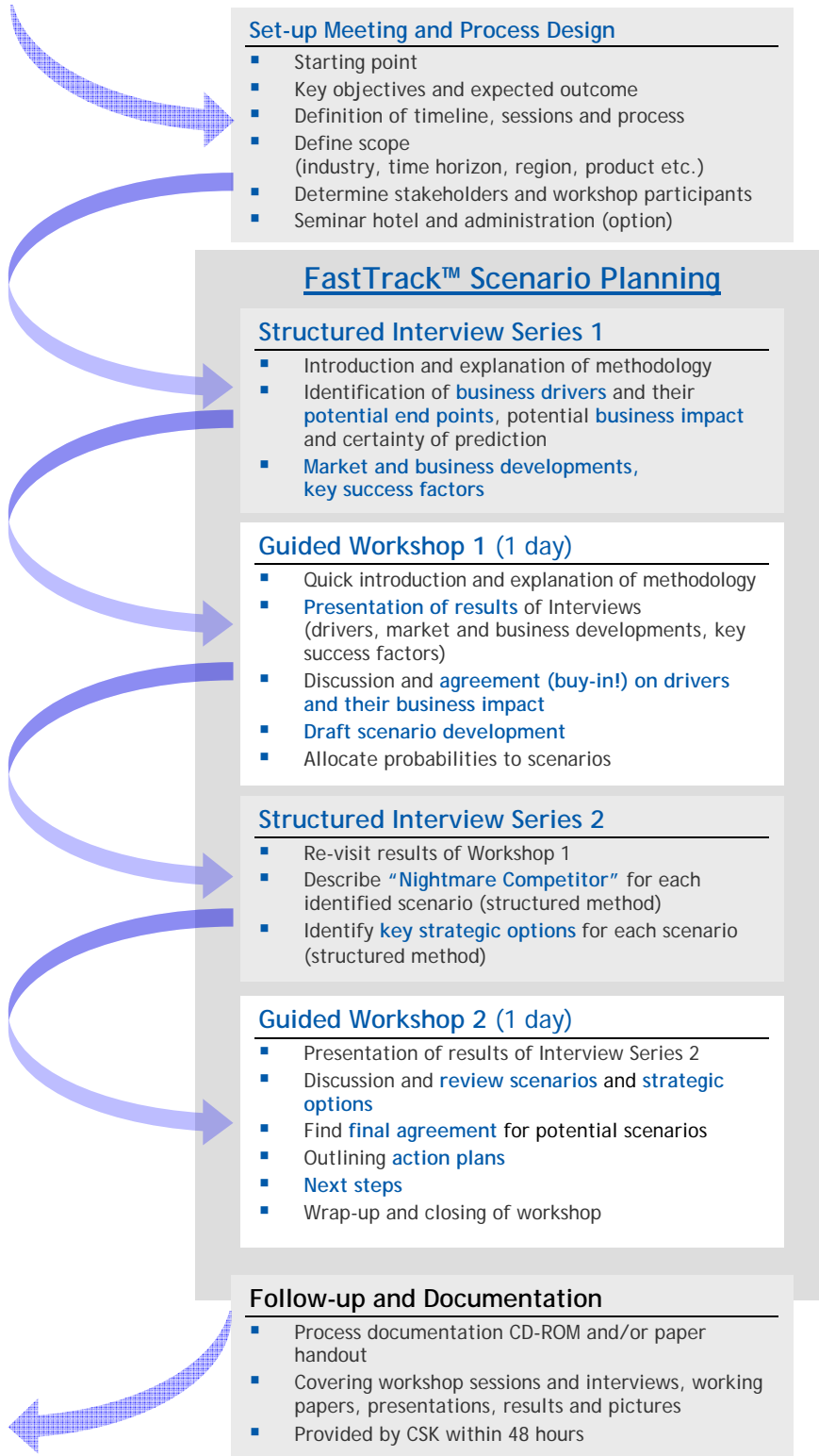
- Methodology
- Workshop Preparation
- Facilitation
- Alignment through Interviews
- Visualisation and Documentation
- Follow-up

Effective Scenario Planning

With FastTrack™ Scenario Workshops, we make sure your scenario planning is a success.

Your Mandate

Sample Process Design



Next Steps Support (optional)

The Four Steps Process of FastTrack™ Scenario Planning

- Preparation*
Define Objectives, Scope and expected Outcome
- Step 1*
Identify Business Drivers and Market Developments (Interview Round 1)
- Step 2*
Develop Industry Scenarios based on identified Drivers (Workshop 1)
- Step 3*
Develop Nightmare Competitor and Strategic Options (Interview Round 2)
- Step 4*
Review Scenarios and Strategic Options. Reach buy-in, Define Action Plan (Workshop 2)
- Follow-up*
Documentation and Follow-up Activities

Optional annual Review Cycle

- Interview Round*
Review Scenarios with Senior Management and identify changes in drivers and market environment
- Alignment Workshop*
Find Consensus and identify needs for new Strategic Options



Against “Improvised Workshopping”

Using your management time is a major investment - besides the financial investment in a FastTrack programme. Thus, it is key to make sure you receive the desired results.

A badly conducted workshop is a waste of time. “Improvised workshopping” usually leaves the involvement of the participants unused, missing to make strategic initiatives work. And it may even damage the manager’s reputation.

We make sure your workshop is a full success.

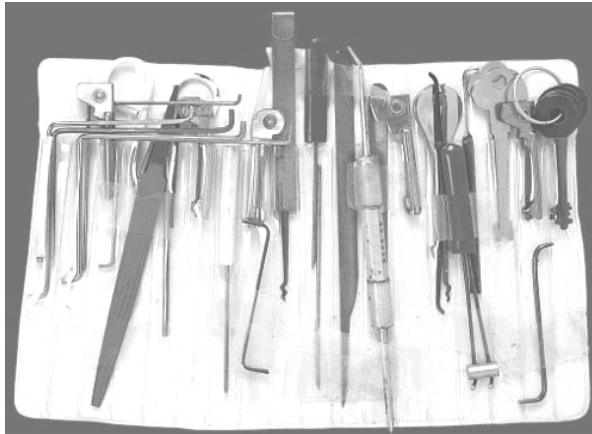
Comments

“Extremely useful and very efficient”

Group Leader

“Just great”

Department Head



You concentrate on your business

Besides your participation in the set-up meeting and the workshops, you concentrate on your business - and we do the work: we run the interviews, prepare and facilitate the workshops, provide the full documentation, and care for the follow-up (documentation).

For specific topics, a carefully selected partner network of qualified consultants is at hand.

Workshop Competence

Methodology

Administration and Organisation

Facilitation

Motivation

Visualisation

Documentation

Your Next Step

Our FastTrack workshops could be your way to set the base for your strategy development process. In case you want to evaluate a tool that provides clear and - much more important - aligned scenarios, please contact [Christopher S. Kälin](#), Managing Partner.