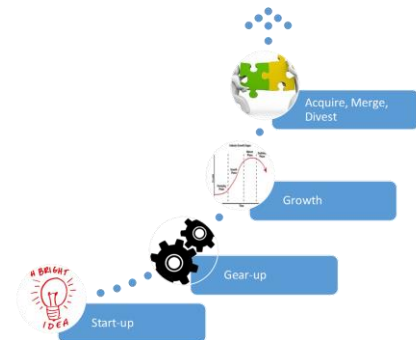


Bringing your true business value into reality



What is the importance of a Business Vision?

For many businesses that are committed to growth and focussed on the day to day needs of their customers and the operations needed in support, the vision gets blurred and is often placed to one side, perhaps even replaced by a dream!

However, a clear vision places a vivid mental image of what the business could be at some point in the future, based on both goals and aspirations. Having this vision will give the business a clear focus and can stop it heading in the wrong direction with costly impact. It can also be a catalyst to change thinking, bring together the teams responsible for delivering and share common goals and objectives between the business stakeholders, its staff and the customers it serves.



Why is a Vision needed?

If built correctly the vision becomes the anchor for all of the activity the business needs to reach some well identified goals. It becomes the common view against which success can be planned, delivered and measured to meet the various stakeholder objectives. It ensures that the direction of travel is appropriate and can be monitored, adjusted and re-directed as necessary along the way.

It also provides the focus upon which strategic objectives can be set and the associated plans and activities to assure its delivery are put into place in a way that can increase the opportunity for success and limit the risk of non-delivery.

What is the A3 Methodology?

The BAR A3 Methodology is a robust management tool designed specifically to provide you with a definitive framework around which your business growth plans can be set.

It draws from a best of breed set of well-established business management techniques into a concise, repeatable and consistent approach bringing together strategies that drive out vision, objectives and a plan to deliver.



It forms the basis of a set of enabling tools that develop the vision and bring depth and colour to your goals to the extent that they can be enumerated, validated and visualised. These include the ability to:

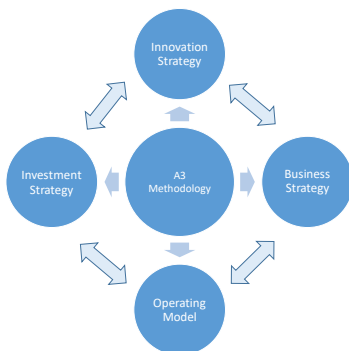
- Quantify the strategic value of the business over time to ensure the plan is appropriate;
- Consider the funding required to support and deliver the plan to ensure it is affordable;
- Model the complex interaction between competing resources to assure that the plan is achievable.

It is underpinned by an approach that embraces innovation as a key catalyst for change across the business to include people, products and processes.

What does the A3 Methodology do for you?

The A3 Methodology leads you through a logical series of activities that enable you to:

- ✓ Assemble a rich picture of the business encapsulating perspectives from a range of key business stakeholders
- ✓ Capture a clear vision upon which strategic growth plans can be based
- ✓ Consider business transformation plan options aligned to business growth objectives
- ✓ Validate the vision by considering all the key attributes involved in its delivery
- ✓ Develop a clear plan of activities and milestones to ensure that the correct resources are available and accountable to deliver
- ✓ Access integrated core modules that develop the plan into a solid operational tool that the business case orientate around it
- ✓ Integrate innovation concepts into the fabric of the business to help drive change and value



How is the A3 Methodology delivered?

By taking a consultant-led workflow approach, a soft systems methodology is applied to deploy the components of the toolset to build a picture of the business and bring together the stakeholders to agree the objectives.

Through inclusive workshop sessions the A3 Methodology is populated to deliver the outputs at each way point along the delivery roadmap. The outputs are validated before progression to subsequent phases are considered and key business outcomes are captured and delivered incrementally along the journey to ensure you remain engaged and committed to delivering your growth and value.

What value is added by using the A3 Methodology?

The A3 Methodology enables BAR to collaboratively plan with you to deliver strategic business growth.

It provides a robust framework and tools to plan to deliver your business aspirations and brings together all the key components required to maximise growth and manage the risk of failure.

It enables you to collaboratively develop a meaningful financial strategy to support your strategic value plans and improve the certainty of attracting the right investment, be that organic or through merger, acquisition or divesting activities.

It affords a solid foundation upon which stakeholder expectations can be set and met. It is underpinned by specialist experts to maximise the opportunities presented and to engender innovative and creative thought leadership as part of your business team.

How much does A3M cost?

BAR pricing can be flexibly based on a range of commercial options linked to business size and your stage in the growth process. A simple fees model can be augmented by modular licence charges to transition tools and techniques to your staff, along with more creative options linked to finance sourcing.

Why BAR?

A specialist with real experience offering business growth expertise to companies with high value technologies who wish to expand within the UK defence and security sectors.

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