



Strategy Gameplanner™

Stress-Test Your Competitive Options

Outward Insights is a strategy and competitive intelligence consulting firm that provides the skills, tools and counsel that clients require to anticipate external threats, identify business opportunities and develop strategies to achieve a leadership position.

Comprised entirely of senior practitioners, our consultants were groomed at the world's leading consulting and intelligence organizations and provide expert counsel to a number of Pharmaceutical, Healthcare, Technology and Financial Services companies.

Our strength is in teaching clients how to build their own competitive intelligence and strategy capabilities in order to anticipate emerging threats and opportunities and then develop competitive strategies to conquer both.

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BEFORE AN EVENT, professional athletes train intensively in anticipation of challenges they may face. During competition, they excel because they have rehearsed a strategy for every conceivable situation.

Executives are like athletes and strive to be prepared for every competitive situation. Even experienced executives, however, sometimes launch new strategies with only limited consideration of the external factors that could undermine or accelerate success.

An Outward Insights Strategy Gameplanner™ project will both effectively test strategic plans against likely competitor behavior and help to develop contingency plans that address future uncertainty. Rehearsing and codifying business strategies **preemptively** produces strategies that are realistic, robust, and quicker to execute.

Unlike unstructured brainstorming sessions, or artificial war games, a Strategy Gameplanner™ is based on:

- **Sound competitive intelligence** - that provides in-depth and predictive insights and informs strategic decisions. Without it, companies rely on assumptions and stereotypes instead of analyzed and validated competitive knowledge.
- **Analytic methods** - that incorporate Scenario Analysis, Situational Competitor Assessments, and/or a Competitor Response Model™ to ensure that companies are structured and systematic in assessing competitive forces.

Best of all, the Strategy Gameplanner™ is a creative and insightful exercise that delivers actionable results that include a set of tested and robust strategies, while encouraging team-building and a sense of ownership for the resultant strategies.

Force the competition's hand. Call us today to let us show you how to use a Strategy Gameplanner™ to engage your executive team and build resilient strategies to preempt future competition.