



More effective strategic steering Execution, anticipation, projection

Presidents and CEOs of some of the world's
leading companies are implemented a new
concept :

The SteerVision Center™

Some senior managers have been looking for a solution that impacts not solely on corporate performance, or on management team performance or excellence, but rather a solution capable of encompassing all three themes to offer the greatest chance of weathering a current crisis or quite simply making better preparation for the **FUTURE** of their company...

In recent times, in this difficult economic climate, senior managers have been more concerned with ensuring their company survives to achieve its targets for the current year, which has resulted in management for the short term. Now, however, these selfsame managers are being forced to recognize that a lack of steering for the medium term, and hence for the **FUTURE** of their company, is putting them at risk from competitive markets that are increasingly complex and fast moving. Forced into firefighting mode, solving problems one at a time as each emergency presents itself, managers have not taken the time to project the impact of their decisions over the medium term and have thus failed to fine-tune the steering of their actions in the light of such projection. Worse still, this has ultimately resulted in problems accumulating on a day-to-day basis. Short-term steering is undeniably necessary, but it is not sufficient in itself to ensure the survival of the company. A lack of anticipation and projection inevitably gives rise to a multitude of varied and often complex problems due to the very lack of medium-term steering.

CEOs of major companies have told us how exasperated they are at finding themselves in a situation of constant emergencies, or confronted with bad news that has come to their attention too late for any attempt to catch up shortfalls in achieving objectives – shortfalls that, in some cases, have come close to directly jeopardizing business continuity.



DEVELOPING A
HIGH PERFORMANCE
MANAGEMENT TEAM



If there is anything worse than bad news – it is finding out about it too late

Others had formulated their strategy well and yet, as the months went by, objectives had to be constantly scaled back to the point where it became clear that the strategy defined had failed, but with all the adverse consequences that this kind of approximate steering can bring about.

PROJECTING ESTIMATED VALUE

How could anyone imagine examples of such slippages, among so many others, at Management Committee level, despite the unquestionable skills of those concerned?

The answer lies in how hard it is to find tools capable of projecting the estimated value of indicators: the solution is to acquire the means of anticipating and steering. Added to this, there must be a highly efficient management team in place that appropriates decisions.

We have created and developed this concept, and made it adaptable to each of our clients. We call it the **SteerVision Center™**.

STEERnews

The newsletter for Management Teams

SteerVision Center™

Clearly, any company operating solely over a short-term time frame and/or exclusively in silo mode is incapable of grasping its future, and right here lies a flagrant error in strategic steering and management.

Backed by all our expertise as management team facilitators and pioneers in strategic steering rooms around the world, we have created a concept that promises you short-term results whilst focusing on actions that will also contribute to achieving results over the medium term. This is how we run strategic steering sessions for Management or Executive Committees, ensuring that the management team has fully appropriated the operating method and will be able to continue using the steering room once our intervention is over. The outcome is real value added for **overall corporate performance**, which inevitably depends on **both the performance AND the excellence of the management team**.



Dashboards and Strategic Steering Room : effective and complementary

Dashboards



SHORT term

Your Financial
Reporting
The Dashboards



GPS



MEDIUM term

Your Strategic steering
Room
The SteerVision Center™
is your GPS

RESULT



effective steering of your
company's FUTURE

SUMMING UP

Some senior managers have the ability to make sure that things really do happen, and in every instance it emerges that these are the managers with a real passion for EXECUTION.

Improving the decision-making process AND the decision implementation process is one of the keys to successful EXECUTION of strategy.

The key words in successful execution are **STEERING** and **ANTICIPATION**.



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Watch our video (6 min.)
KA MATE Strategy ([Presentation](#))



Check out the profile of Yves CONNAN or
of KA MATE Strategy

The Discipline of **Executing** the Strategy™