SCQuARE

Creating and Selling Better Plans Faster

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SCQuARE – The Competitive Edge?

SCQuARE is a thinking process that enables organisations to develop ideas to market 50%-90% faster than achieved previously. Little wonder that it provides organisations with a competitive edge and many of the worlds most prestigious organisations have adopted SCQuARE.

Luxfer Gas Cylinders (Australia), Nestle, Colgate, Guinness UDV and Novartis use SCQuARE as their planning tool. A comprehensive listing of clients can be viewed at our web site www.scquare.com.

How is SCQuARE Transferred?

SCQuARE is normally transferred through our facilitators working with you over 3 days. The first 1½ days are spent skilling your people in the methodology. The remainder is spent applying SCQuARE to your business issue.

How is SCQuARE Used by Organisations?

SCQuARE is used by organisations for the formulation of:

Business plans	Global Strategic Plans
Strategic plans	Project Plans
Brand plans	Human Resource Plans
Marketing plans	Advertising Campaigns
Product Plans	Corporate Recovery
Feasibility Studies	

Why is SCQuARE Unique?

It is the only complete process that takes an idea or a problem from the analysis to the decision. The product incorporates the four key elements of planning and decision-making into one cohesive framework:

- Analysis
- Synthesis
- Creativity
- Presentation

The Value Proposition That Nobody Wants to Match

We ask each of our clients, "What would be the value to your organisation if we could cut the planning time by 50% - 90% whilst ensuring that every business plan put forward was bullet-proof?"

Outcomes of SCQuARE

- Delivers bullet-proof plans in a fraction of the time that it usually takes
- Provides a consistent approach to the formulation of business propositions
- It leads people to focus on the actual or real problem based on clear and logical analysis and to liberate creativity
- It enables flawed ideas to be recognised early and discarded without wasting management time

The Antichrists of Management Consultants

SCQuARE are the Antichrists of management consultants in that:

- We transfer the skills of SCQuARE so that you become independent and can apply it to any business problem in the future

- The best way of developing solutions to business problems is if an organisation's people own the problem – not external consultants who walk away with the methodology.

What Support Does SCQuARE Provide?

SCQuARE provides:

- Free consulting advice to all SCQuARE disciples

- e-SCQuARE enables an organisation to store its strategy documents in a consistent format. This enables an organisation to conduct reviews of its adopted strategies.

How do we Transfer SCQuARE?

There are four ways of transferring the skills of SCQuARE.

1. PowerPlan

This workshop is conducted over 5-6 days. The first 2 days are spent skilling participants in SCQuARE's thinking processes. The remainder of the time is in working through to a fully costed business solution. PowerPlan is traditionally used to solve large, complex business problems. Examples of projects include:

- Strategic Business Plans
- Mergers and Acquisitions

2. Team SCQuARE

Team SCQuARE is conducted over 3 days and is described as time spent 'On the Job'. The first half of the program is spent learning the SCQuARE thinking process while the second addresses a company specific issue.

Examples of Team SCQuARE projects are:

- Brand or Category Plans
- Operational Plans
- Departmental Plans

Most commonly Team SCQuARE workshops revolve around:

- Issues which are pressing and need immediate attention and solutions but which have probably been

- Put in the 'too hard' basket for some time.

3. Closed SCQuARE Programs

A closed program is company specific. Particpants are skilled in the thinking process of SCQuARE and can immediately apply it themselves to business issues back in the workplace

4. Open SCQuARE Programs

Where participants from various non-competing organisations are skilled in the SCQuARE thinking process. Open course participants usually come from organisations who have participated in Team SCQuARE programs and who have to be bought into the SCQuARE thinking process.

Testimonials

Colgate-Palmolive

"Not only has SCQuARE advanced strategic thinking at C-P, it has saved us time and money, as proposals are stronger, more strategically sound and developed more quickly. I feel extremely comfortable knowing that this system is being used by everyone in the organisation. I will continue to ensure that everybody that enters C-P is trained in SCQuARE"

Karen Guerra MD

Quoted in 'Management and Skills Development' Edition 2000

Guinness UDV

"UDV has a business philosophy that is strongly associated with capitalizing on all good ideas within the company and therefore, in getting them up through the organisation. SCQuARE fits the bill perfectly, because people who have learnt to use the system generally produce a better standard or proposal, which are well thought through. It has transformed our planning to an approval process rather than a disapproval process. It is a unique process which enables my employees to convert ideas into bulletproof plans

" **Don Goulding CEO** – 2001 Strategy into Action completed in 6 Days not 3 Months. *Results: 30% sales growth in a flat market 2001*