

# Mission Analysis

## A bespoke interactive advanced planning workshop

This workshop will transform the way executives think about the problems they face. It will allow them to cut through irrelevant background noise, give them a laser-like focus on what is truly important in delivering decisive success, and quickly move from complex multi-faceted problem to clearly defined plan of action.

### Our Aim

To help our client achieve their sales, profit and growth ambitions by exposing senior decision makers to powerful analytical tools used by military strategists to develop winning plans for decisive success in competitive situations.

### The Concept

The ideas used in this workshop have been developed from the analysis and planning techniques used by modern military campaign planners to deliver decisive (and often astonishing) success in highly competitive situations. They are proven to deliver competitive superiority in the face of long odds, tight budgets, severe time pressure and disadvantageous operating environments.

The techniques are based on the ideas of great strategists like Sun Tzu and Clausewitz. They have historical pedigree, are intellectually

### Case Example

A highly successful business within a global diversified technology group recognised that the dynamics and balance of power within its marketplace were changing. After an introduction to Mission Analysis at a senior management conference, Mission Excellence was engaged to run a 2-day bespoke consultancy intervention for the senior leadership team, in order to facilitate live application of the methodology to the current business environment. The outputs were a change in focus of effort for the business, and a clearly defined plan for leveraging corporate strengths more effectively in 2008 and beyond.

It is about how we get to where we want to be – how we turn the vision into results.

rigorous and involve the use of decision-making theories and concepts that have been tried and tested over thousands of years. They work! For our client companies, the techniques are invaluable in defeating competition and achieving success. They are the critical link between grand corporate strategy and tactical execution.

### The Core Issues

- This workshop explores two related ideas. The first is about how to identify what is going to be truly decisive in achieving success in a commercial competitive situation. The second is about using these insights to build a workable plan in order to deliver competitive success as fast as possible.



“Planning is an unnatural process; it is far more fun to do something. The nicest thing about not planning is that a failure comes as a complete surprise and is not preceded by a period of worry or tension.”

Sir John Harvey Jones

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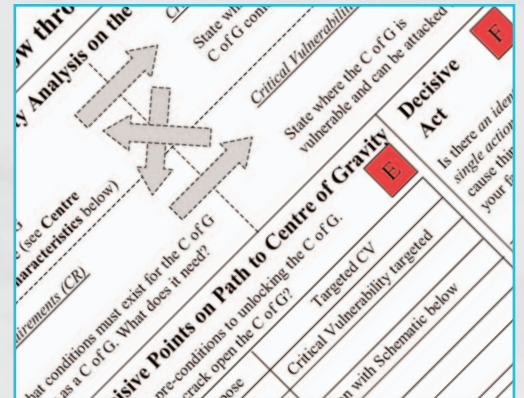
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- At each stage we use powerful, and commercially unique, analytical tools to help us focus our efforts. These tools generate a real understanding of relative strengths and weaknesses in competitive situations, and of how to shift the balance in our favour. They enable us to develop an analytically sound, logically consistent, path to assured success which ruthlessly leverages our strengths against our opponent's weaknesses, and which invariably delivers competitive victory.



This module has 2 outputs:

- Understanding a methodology for developing plans that actually work, factoring in all relevant circumstances and combining rational analysis with intuition and experience.
- Challenged thinking about leadership and execution in complex dynamic environments.

## Delivery

Delivery is by a combination of multi-media presentations, case study analysis (both 'in-' and 'out-of-scenario'), and interactive exercises, which can address either the client's general business situation or form a case study of a specific current issue.

Delegates take away a planning template (illustrated opposite) which guides one through the analysis and process phases, with facilitated follow-on workshops and coaching also available.

## About Mission Excellence

Mission Excellence is an organisational performance consultancy focused on improving clients' ability to execute .

Consultants are predominantly former military fighter pilots including several Red Arrows. Areas of intervention include advanced planning and problem solving, team and leadership development, teamwork in high-risk environments, and achieving continuous improvement, all delivered through consultancy, training programmes, and high-impact interventions for conferences and management meetings.

Clients include AstraZeneca, BP, Coultts, HSBC, IBM, Lloyds TSB, Merrill Lynch, the NHS, Prudential Assurance, Royal Bank of Scotland, Vodafone and 3M.

## Case Example

One of the major divisions within a FTSE-100 bank reassessed its whole modus operandi following a change of leadership. Development of a new customer-centric approach required senior managers to have a real understanding of their customers, their competitors, their marketplace and themselves. Mission Excellence was engaged to run a 2-day introduction to Mission Analysis across the leadership of the whole business, delivered by region. Apart from the 'standard' outputs defined above, managers have identified a huge number of performance improvement measures for the business.

“Genuinely excellent”

CEO FTSE-100 Financial Services Company

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