

DESIGN YOUR FUTURE TOGETHER



THE CHALLENGE

How well is your company set up for a successful future?

Strategic decisions don't have to be lonely decisions at the top of a company since markets and environments change in a dramatic and a fast way. A holistic 360° overview from different perspectives can help to identify "blind spots". It is always easier to reach common goals together than on one's own.

THE BENEFIT

"WE" is stronger than "I".

The development of a sustainable company strategy will be easier if collective expert knowledge can be integrated, because successful companies are team players. Appreciation towards everyone involved will be expressed, their potential will be made visible and at the same time, the "player" will strongly identify with the strategy.



EUCUSA

ask with impact – act with value

EUCUSA FUTURE READINESS CHECK®

THE SOLUTION

EUCUSA Future Readiness Check® provides a holistic picture of the opinions of all stakeholder groups of an organisation on selected developments which are critical for future success. This is not about individual sensitivities but about different views on the bigger picture. This way, you will be able to shape the future together.

EUCUSA FUTURE READINESS CHECK®

YOUR BENEFITS AT A GLANCE

- **Blind spots will be reduced** by putting together different views like jigsaw pieces.
- The **likelihood for development of a successful and functioning company strategy will increase**.
- The relevant **stakeholder groups** will be early **involved** and experience appreciation.
- The **communication and roll out** of strategic decisions will be **made easier**.
- The **process** and the implementation of strategic decisions **will be supported**. The EUCUSA portfolio of action will visualize the relevance of single topics to make it **easy to set priorities**.
- Can be used for identification of values and sub-strategies (local, functional) as well as for the operative improvement process.

SCOPE AND METHODS OF THE SURVEY

- **Combination of quantitative and qualitative elements**
- **Full or partial survey** as a basis
- Module **“focus groups”** for selected employees
- Interview through **map technique** (as individual in-depth interview or via a web-based communications tool) with top-customers and the most important partners and shareholders
- **Site-specific reporting** and interpretation of results with the customer
- **Consulting** (SWOT analysis, definition of strategic priorities, implementation support)
- **Comparison of current situation / future expectations** (through semantic differential regarding the company culture)

ABOUT EUCUSA

We design tailor-made feedback systems for our customers that deliver validated and reliable results. By using sophisticated statistical methods important issues are revealed, for example, sensitivities, attitudes and perceptions. Equipped with this knowledge, leaders can make well informed decisions which deliver better results. We pride ourselves on an approach which is appreciative, pragmatic and delivers transparent and actionable results.

Since 1998 EUCUSA develops tailor-made feedback systems and provides consulting services for implementing improvement actions. We will be pleased to help you.

CONTACT DATA

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