

# FIRMSCONSULTING

Dear Firmsconsulting Insider,

Our mission is to find and nurture the next generation of leaders whom will make a lasting values-based impact by solving mankind's most pressing problems, and to build the firm which attracts the finest educated professionals by constantly embracing the costs of our values.

It takes us over one year to plan, execute and develop each training program study. Each study is curated and crafted by former McKinsey, BCG *et al* senior partners to help you *understand, follow* and *replicate* consulting engagements so you may confidently acquire the skills taught.

Great care is taken to make the training as realistic as possible while providing compelling and captivating narrated episodes to improve your experience.

This map is the overview and logic behind the Corporate Strategy & Transformation Study training program.

By following the arrows one can track the evolution of a strategy engagement. The numbers correspond to the videos within our StrategyTraining.com website. Where a number is blank indicates that video is still to be uploaded.

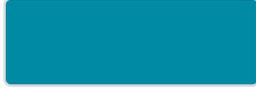
Thank you for giving us this opportunity to earn your trust.

Best wishes,  
Kris Safarova  
Partner

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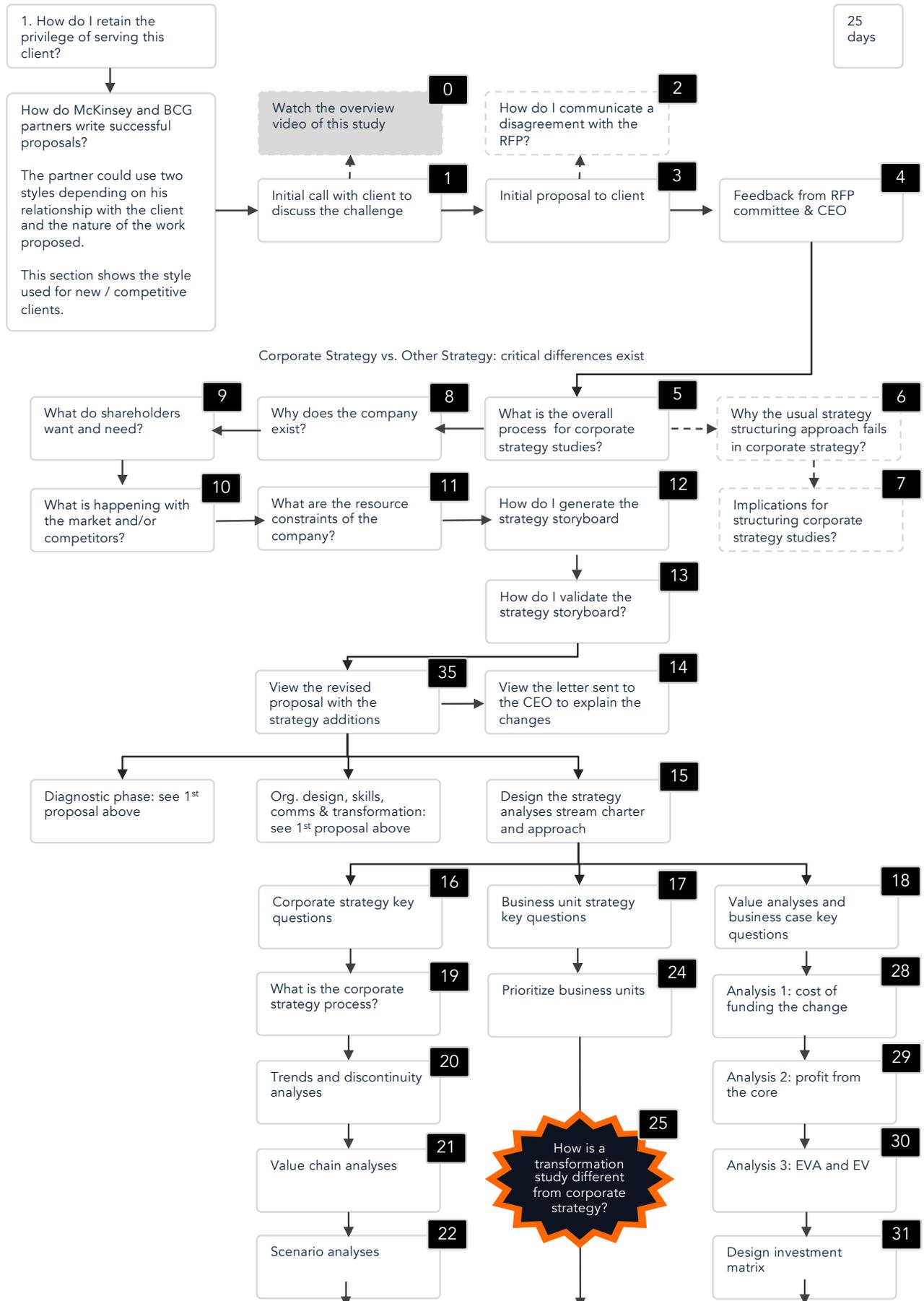


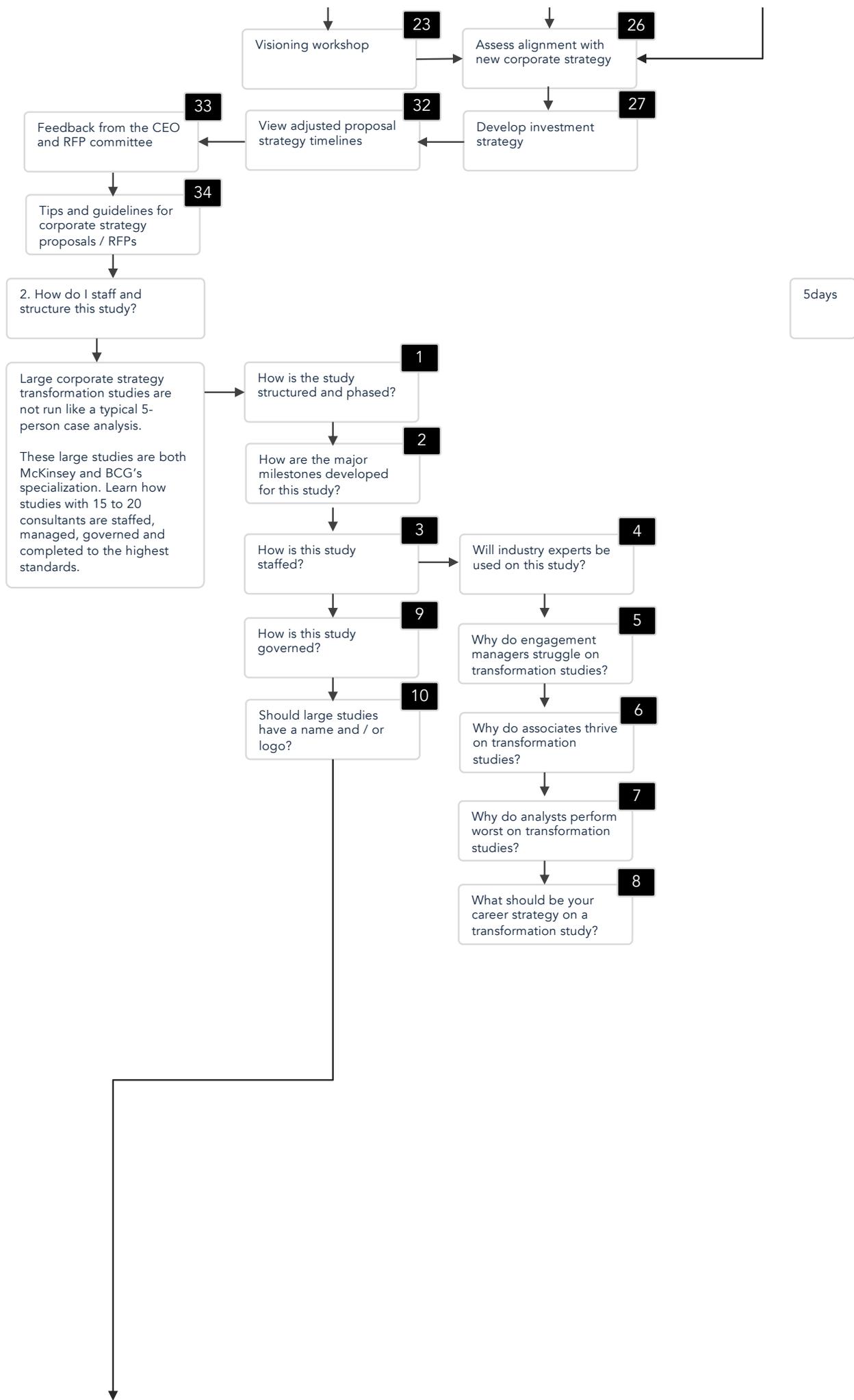
Accountability of stream  
is not outlined



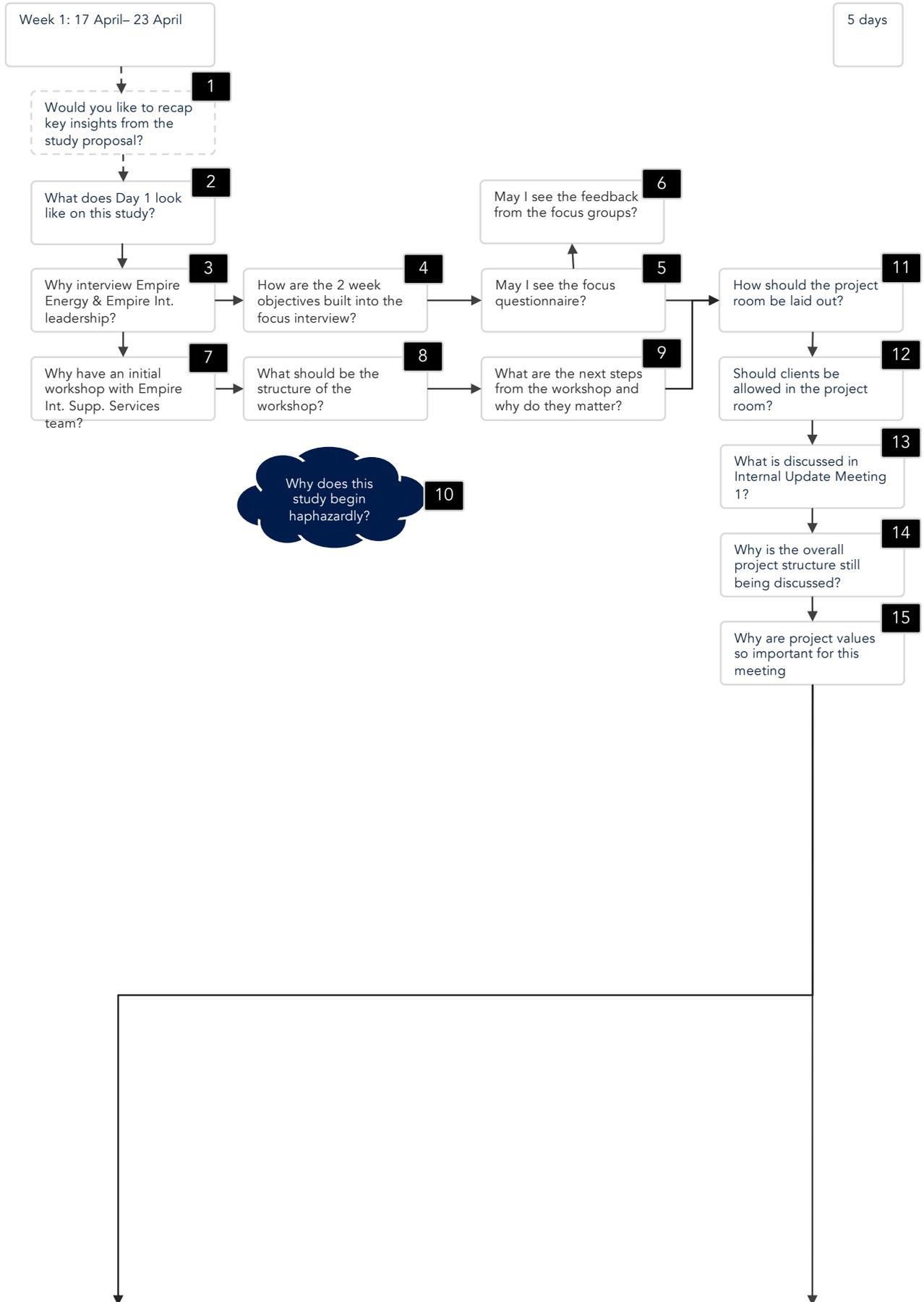
Accountability of the  
communications and  
mobilization stream

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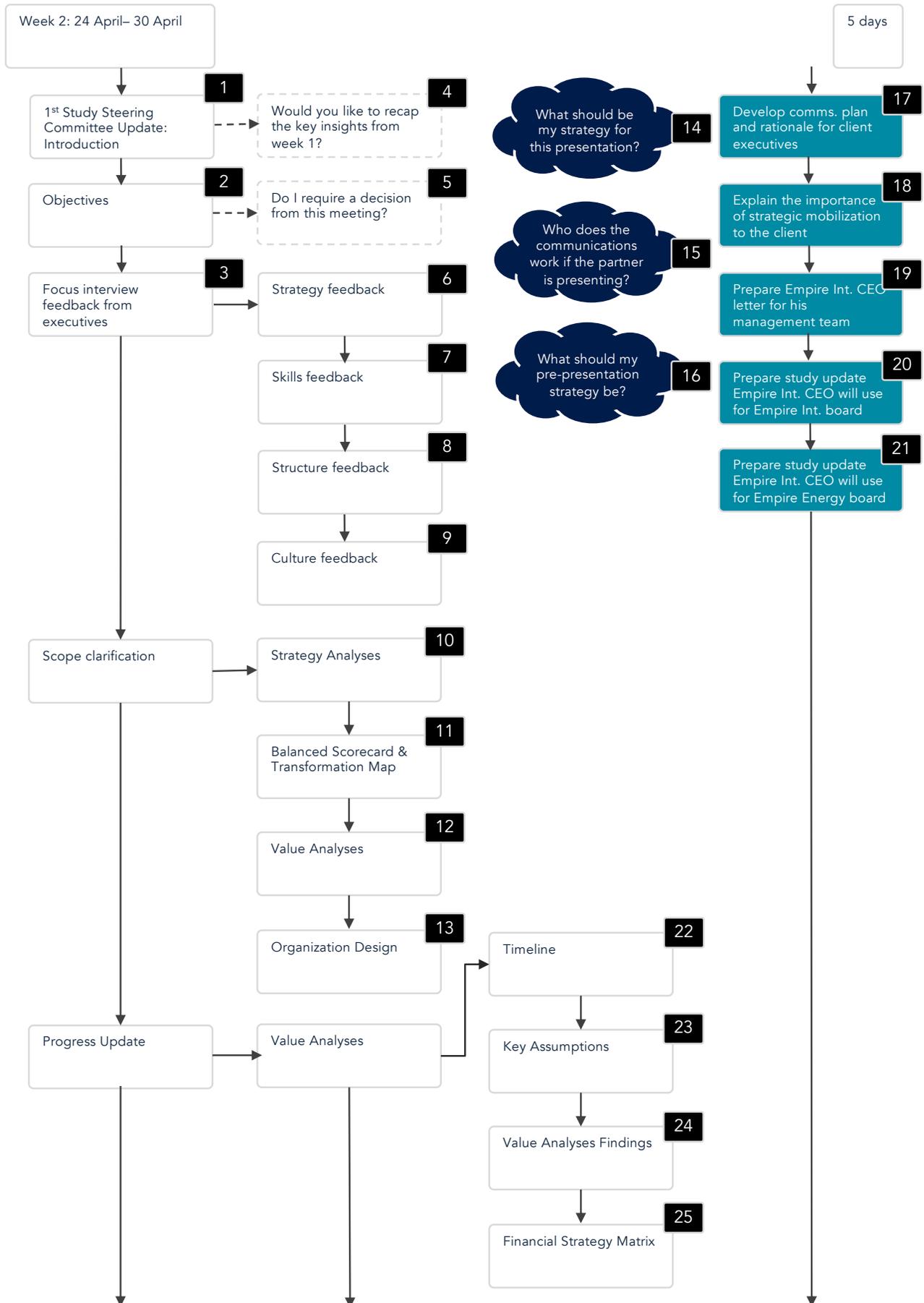


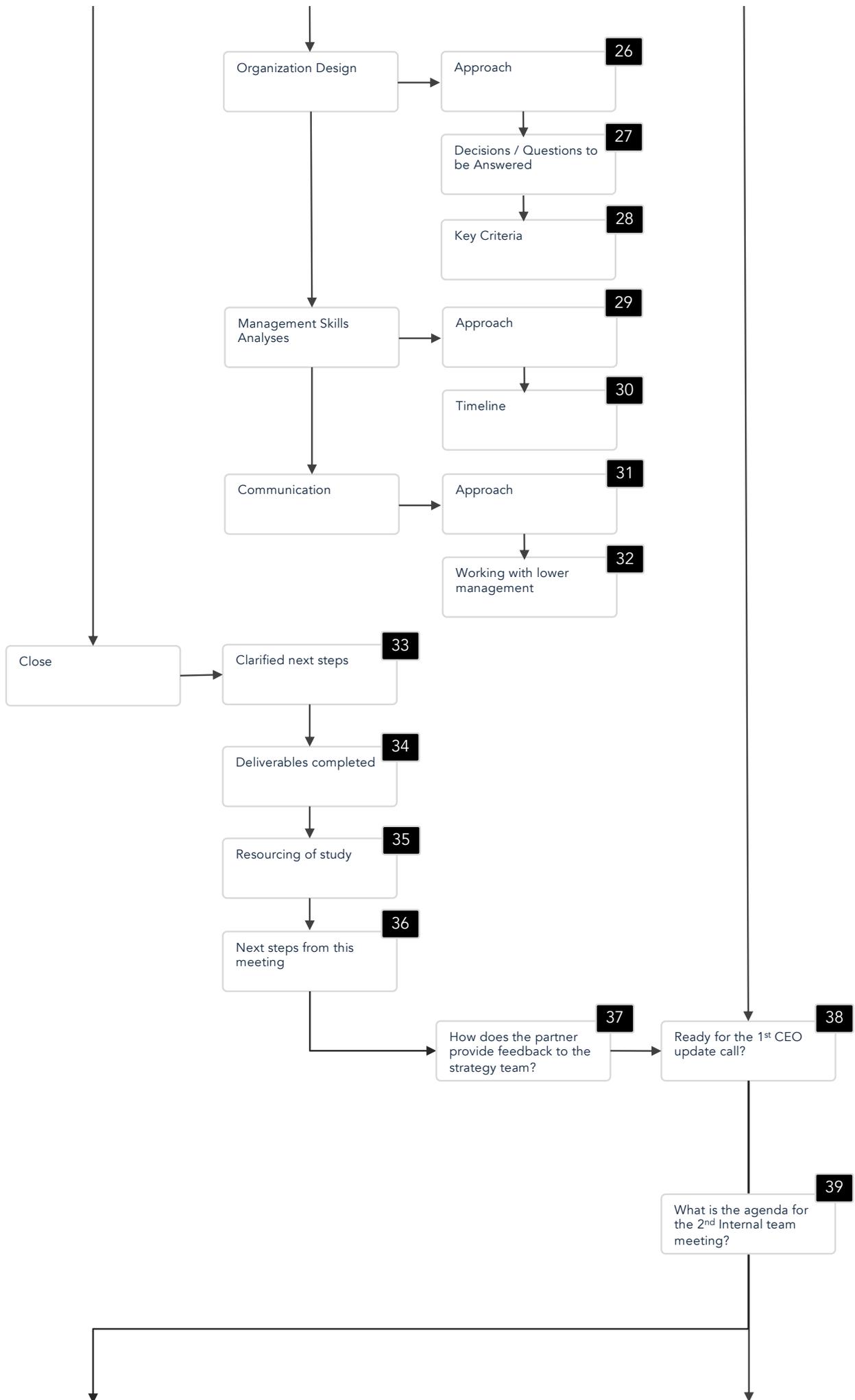


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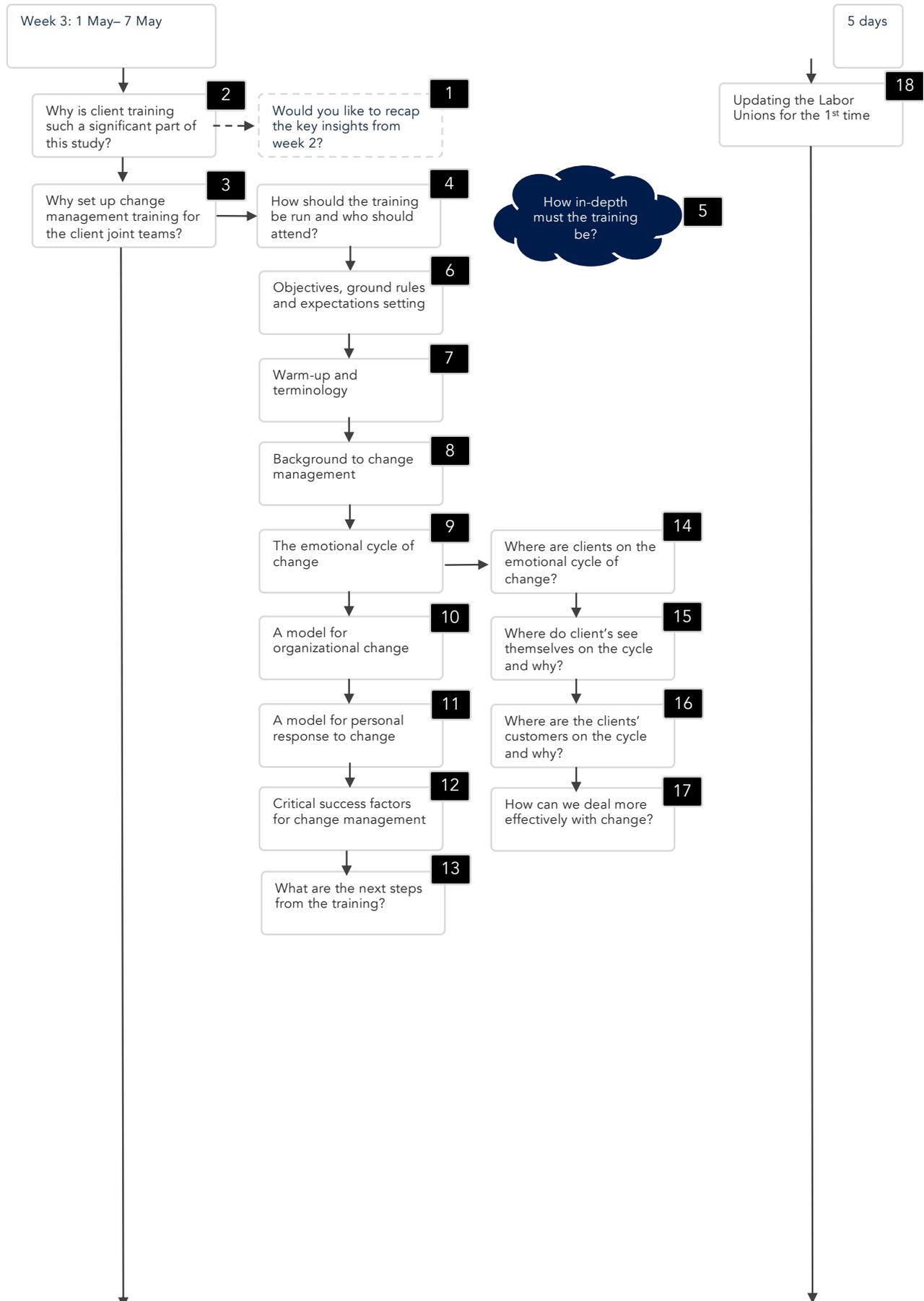


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19  
What feedback is provided to the strategy team from the training?

20  
What is the agenda for the 3<sup>rd</sup> Internal team meeting?

21  
What feedback is provided from the union meeting?

22  
Ready for the 2<sup>nd</sup> CEO update call?

Week 4: 8 May – 14 May

00  
Would you like to recap the key insights from week 3?

01  
H2 to ensure Empire Int. executives do not miscommunicate?

02  
Introducing the CEO to the method to calculate benefits

03  
Do I require a decision in this meeting?

**MOST CRITICAL STEP IN THE STUDY**

Empire International Executive Visioning Workshop: explained in the next 3 pages

In this critical workshop we will teach you how to weave together insights from 5 areas to finish the two most important steps of a corporate strategy study: isolating the key question and choosing a market to pursue

See how we integrate detailed analyses from:  
5 case studies  
Detailed market and trends analyses  
Value chain and profit pool analysis  
Scenario planning

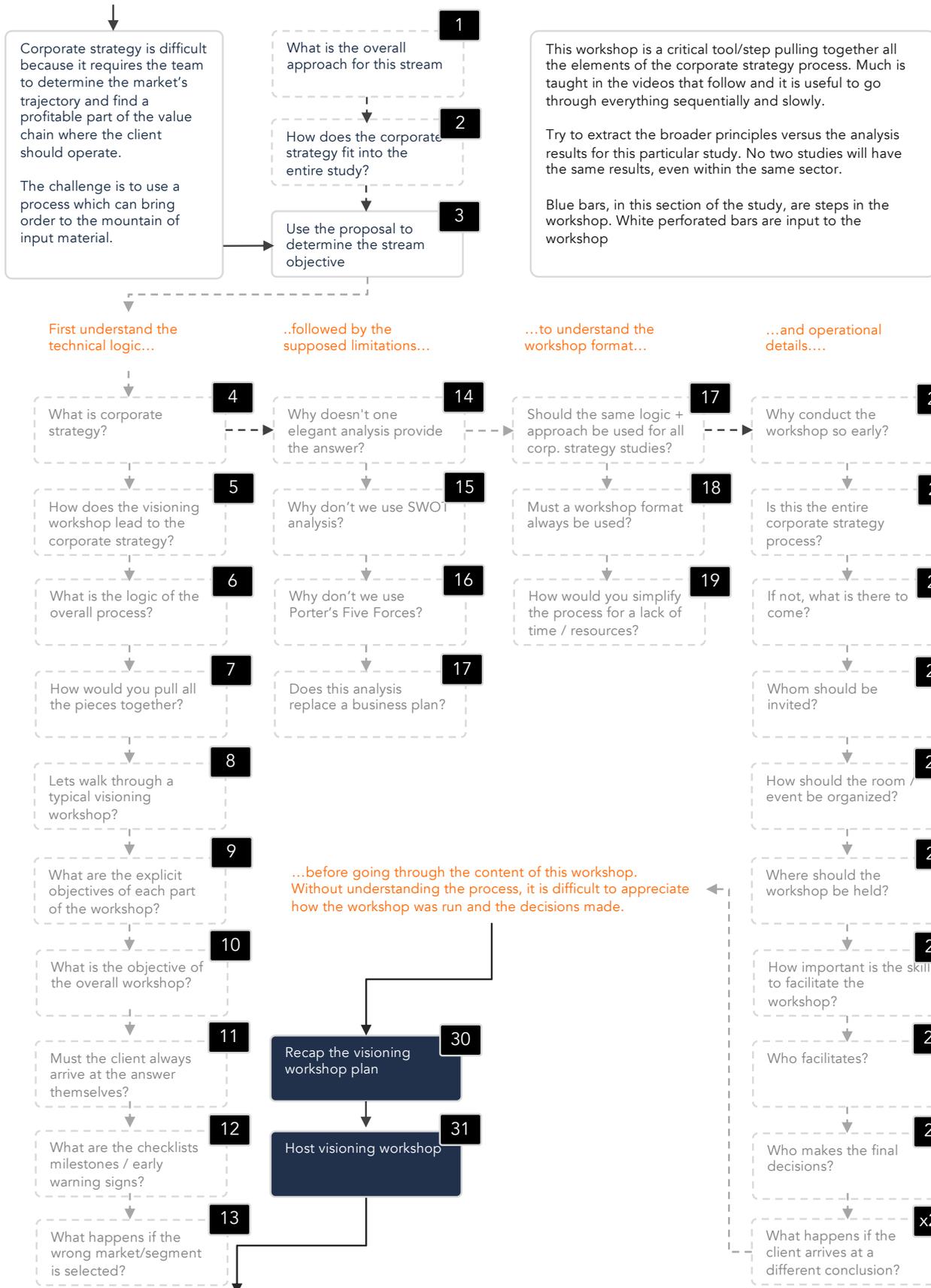
This step teaches you how to develop critical insights when detailed numerical analysis cannot be used

04  
What is the agenda for the 4<sup>th</sup> Internal team meeting?

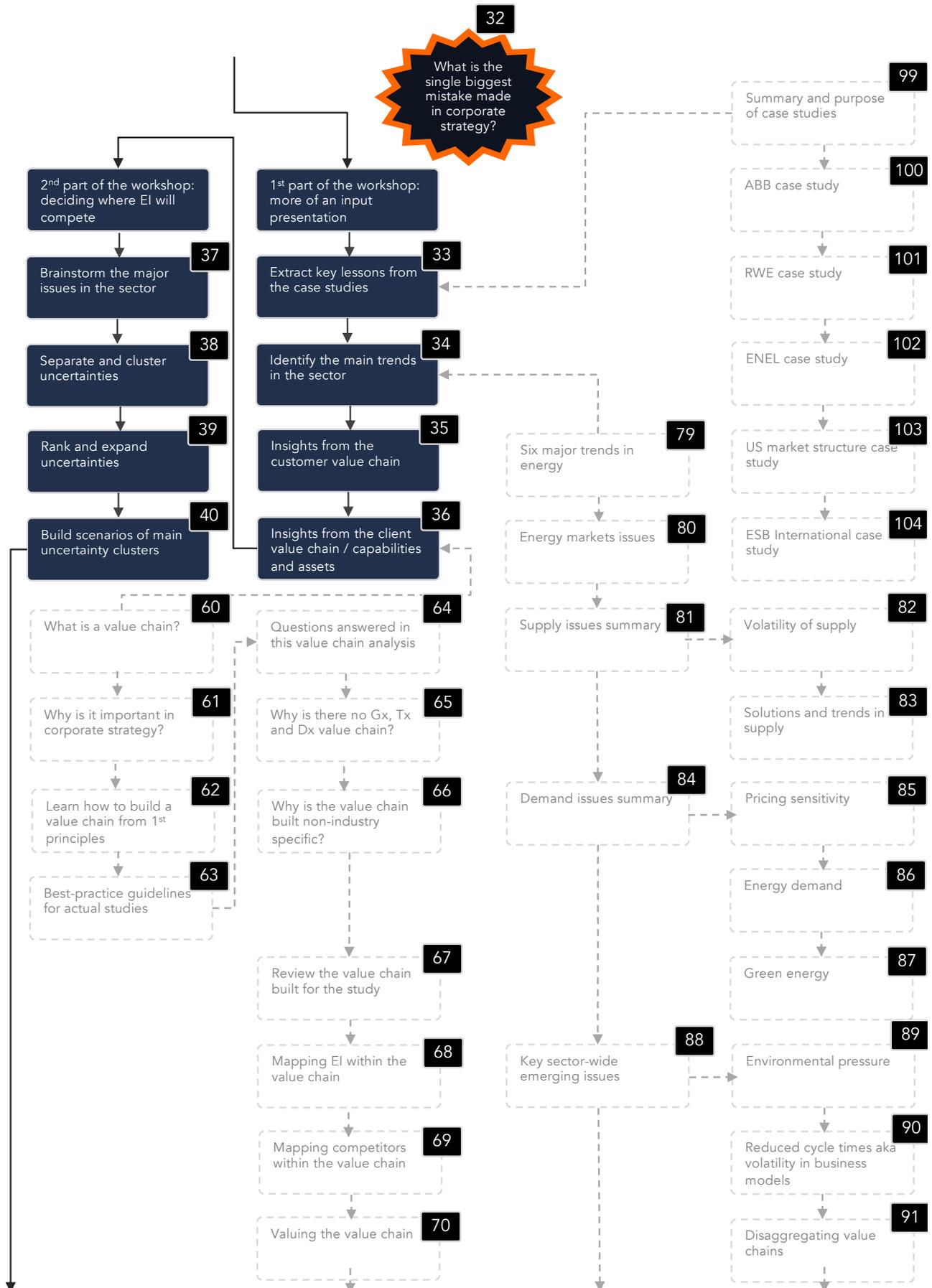
05  
Revise the comms plan to ensure faster sign-off

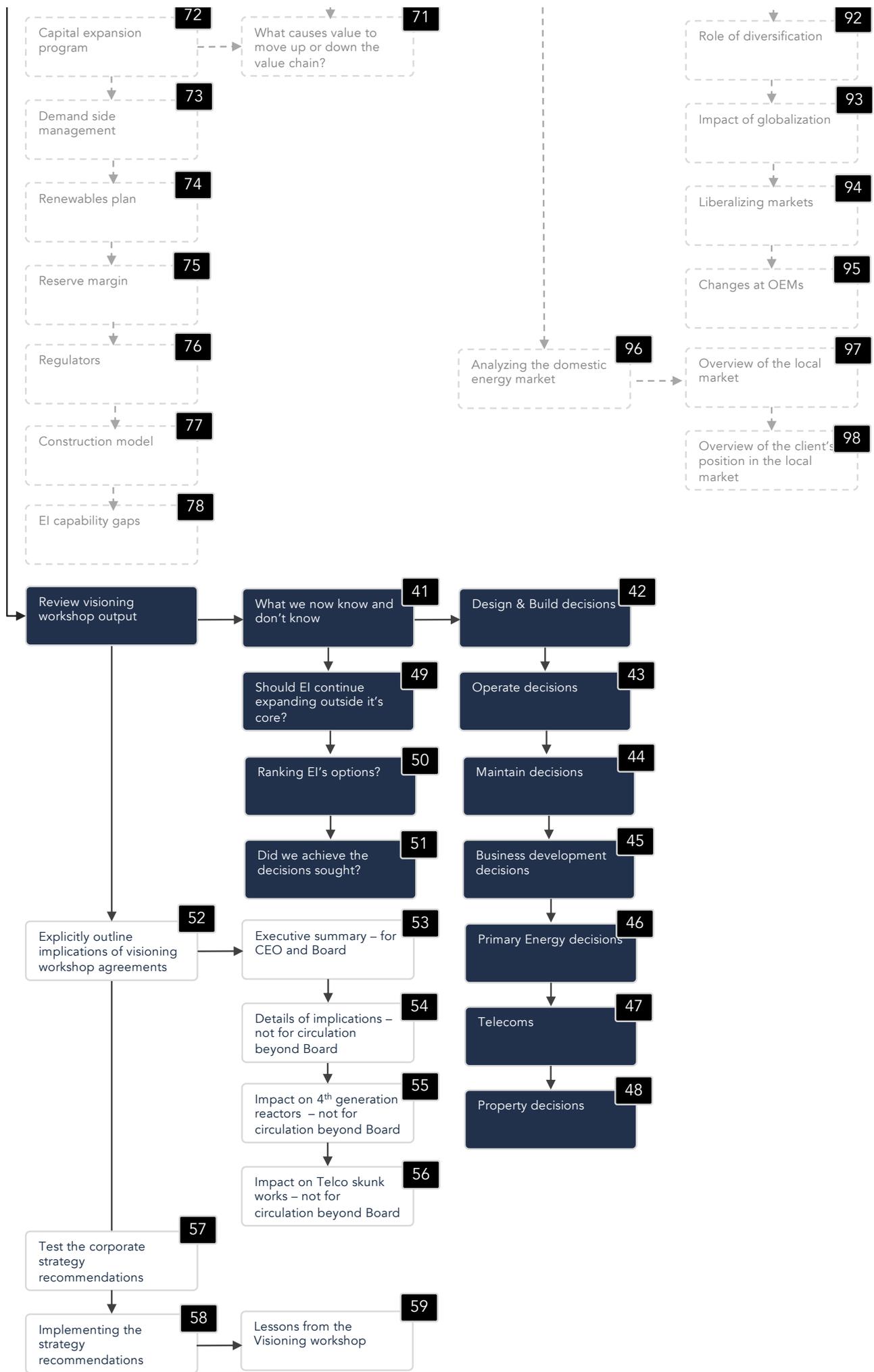
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Ready to understand the visioning workshop better?



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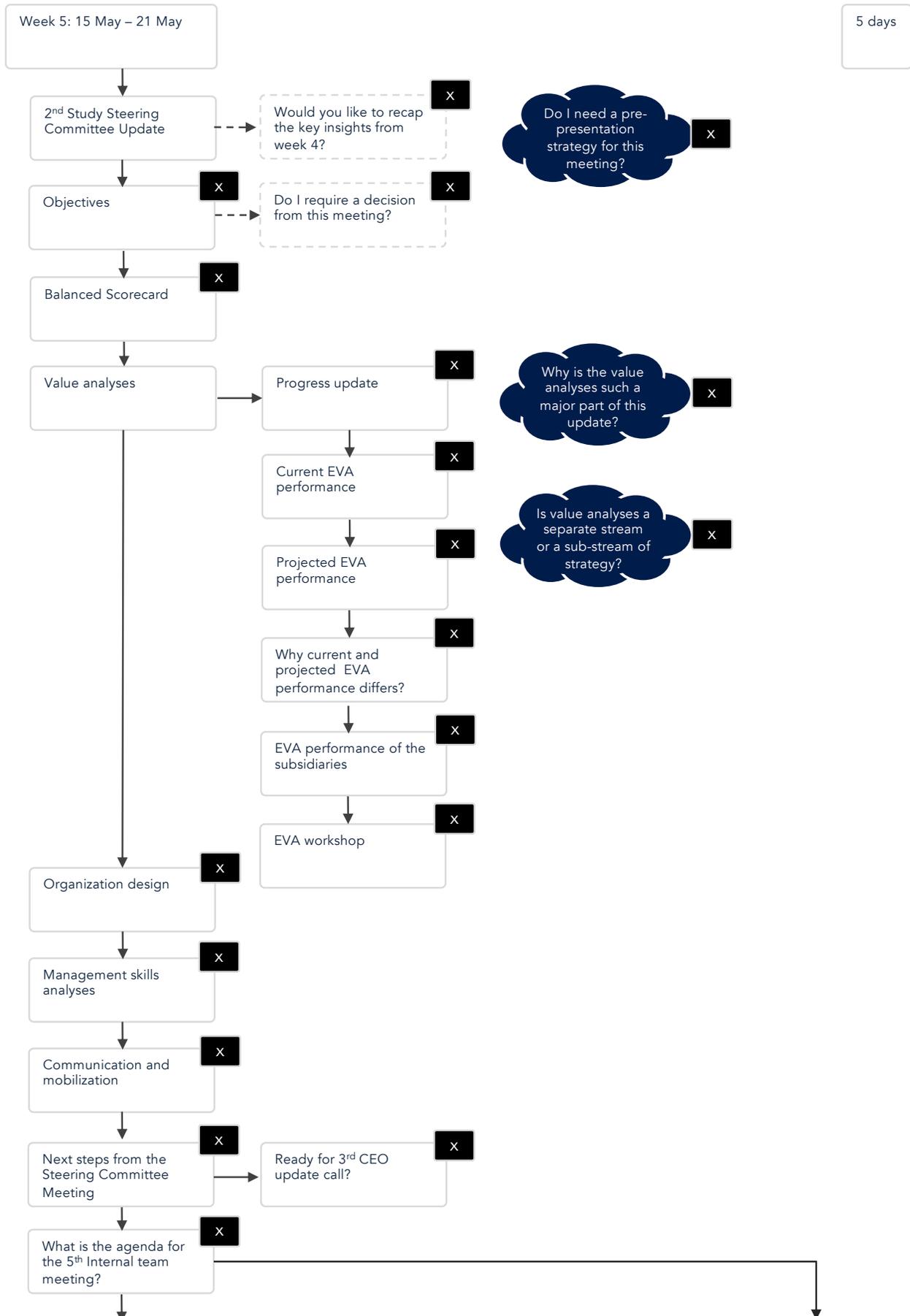


Week 4: 8 Time to understand the engagement team

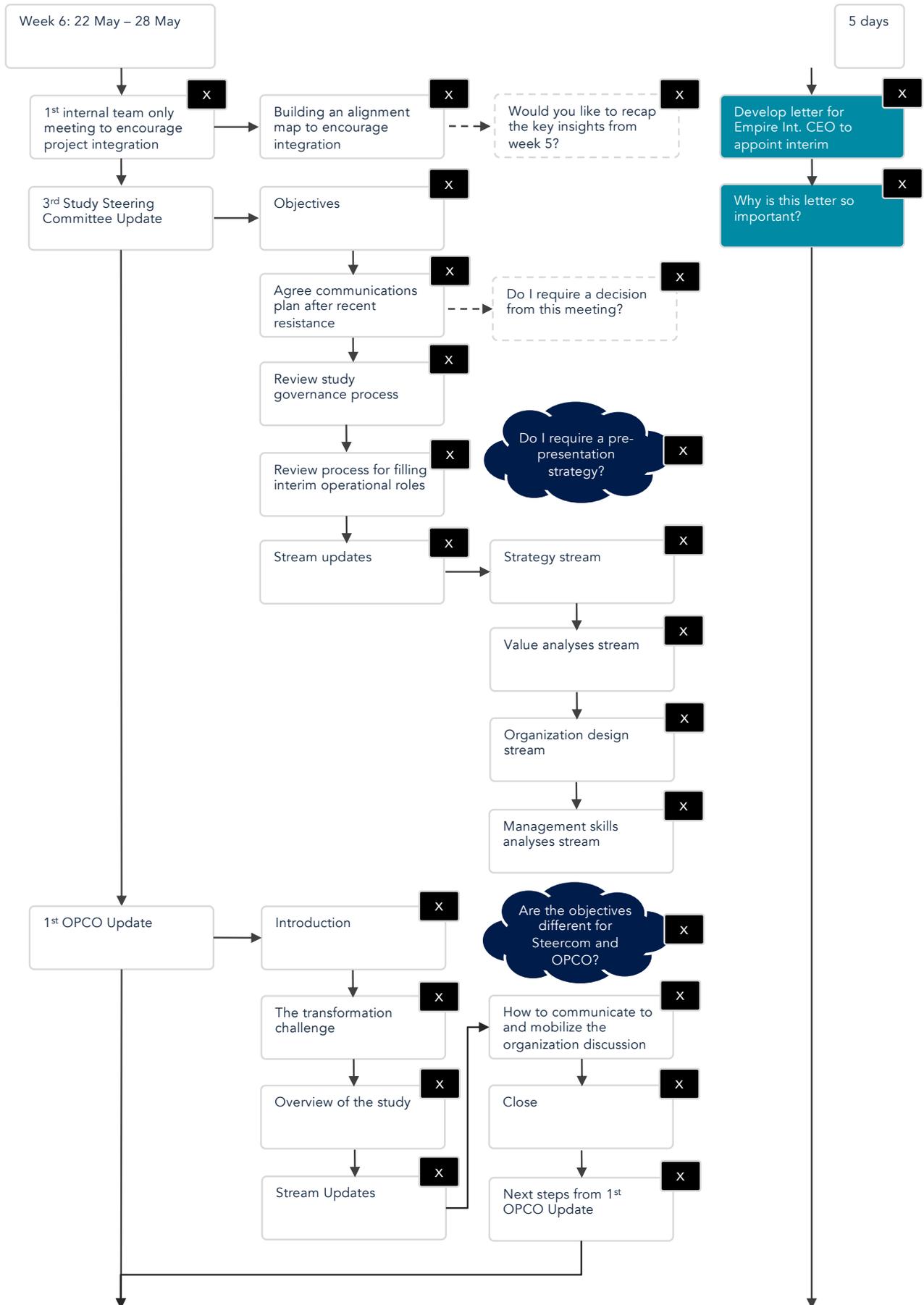
This section is being updated

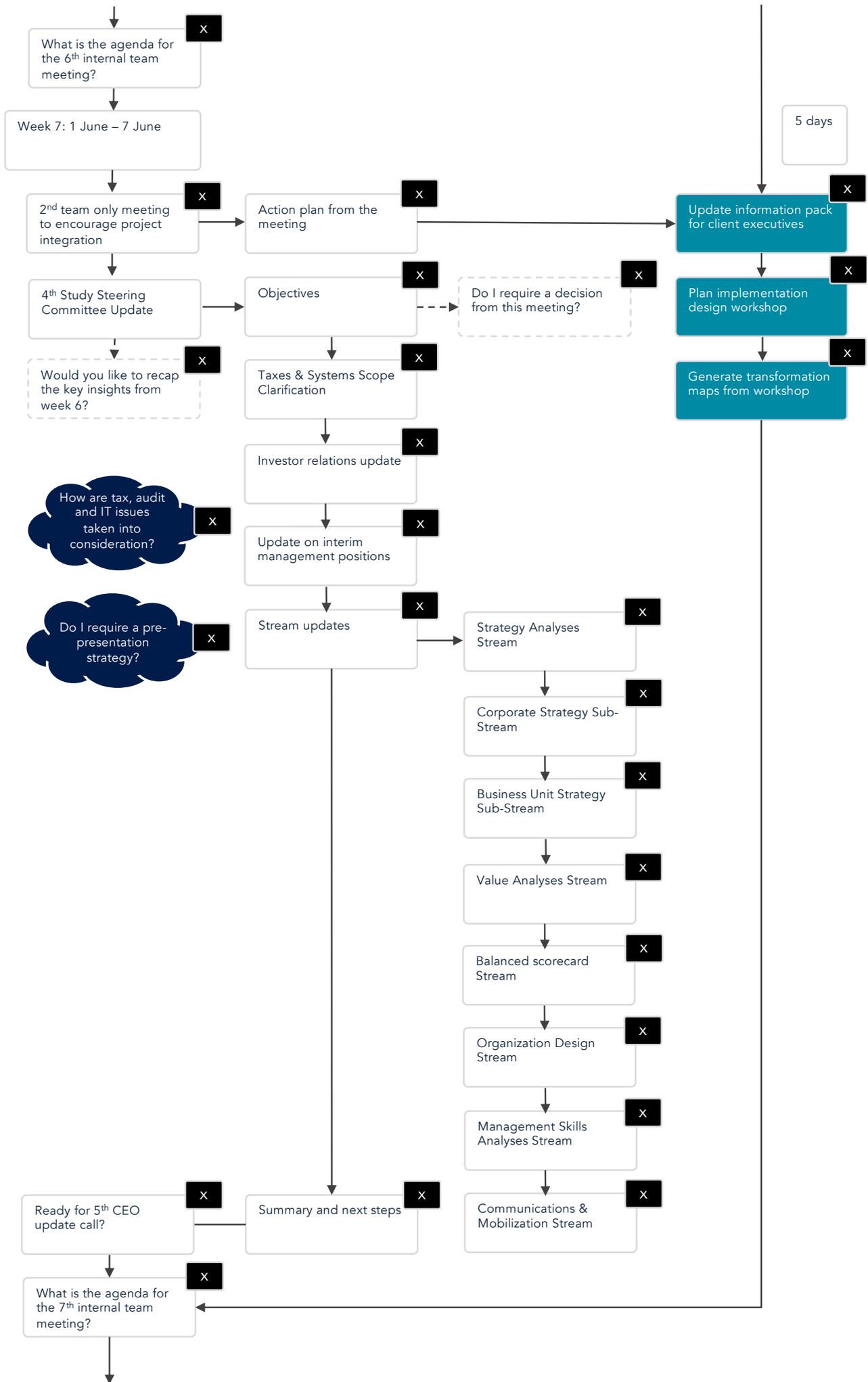
What is the agenda for the 4<sup>th</sup> Internal team meeting?

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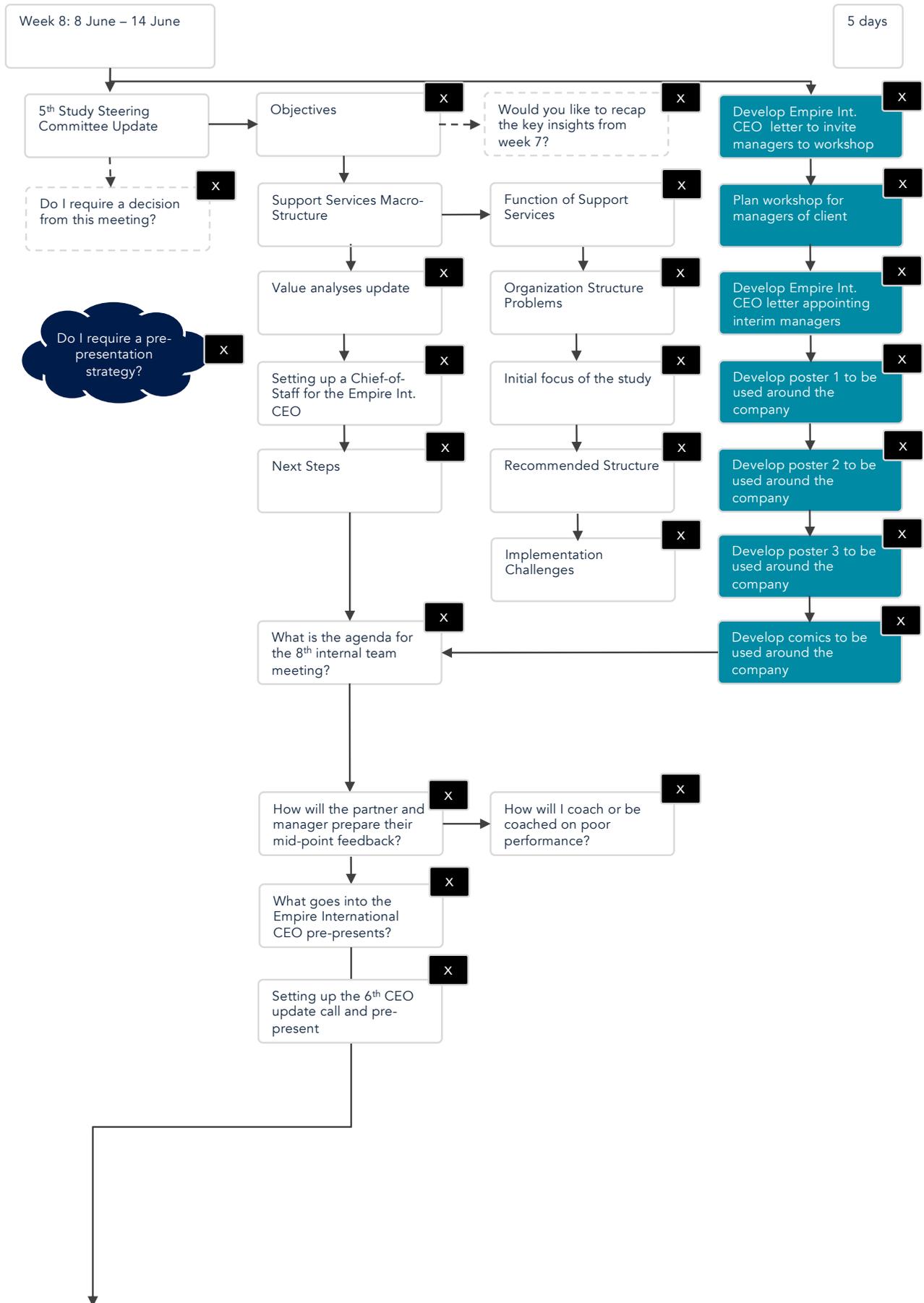


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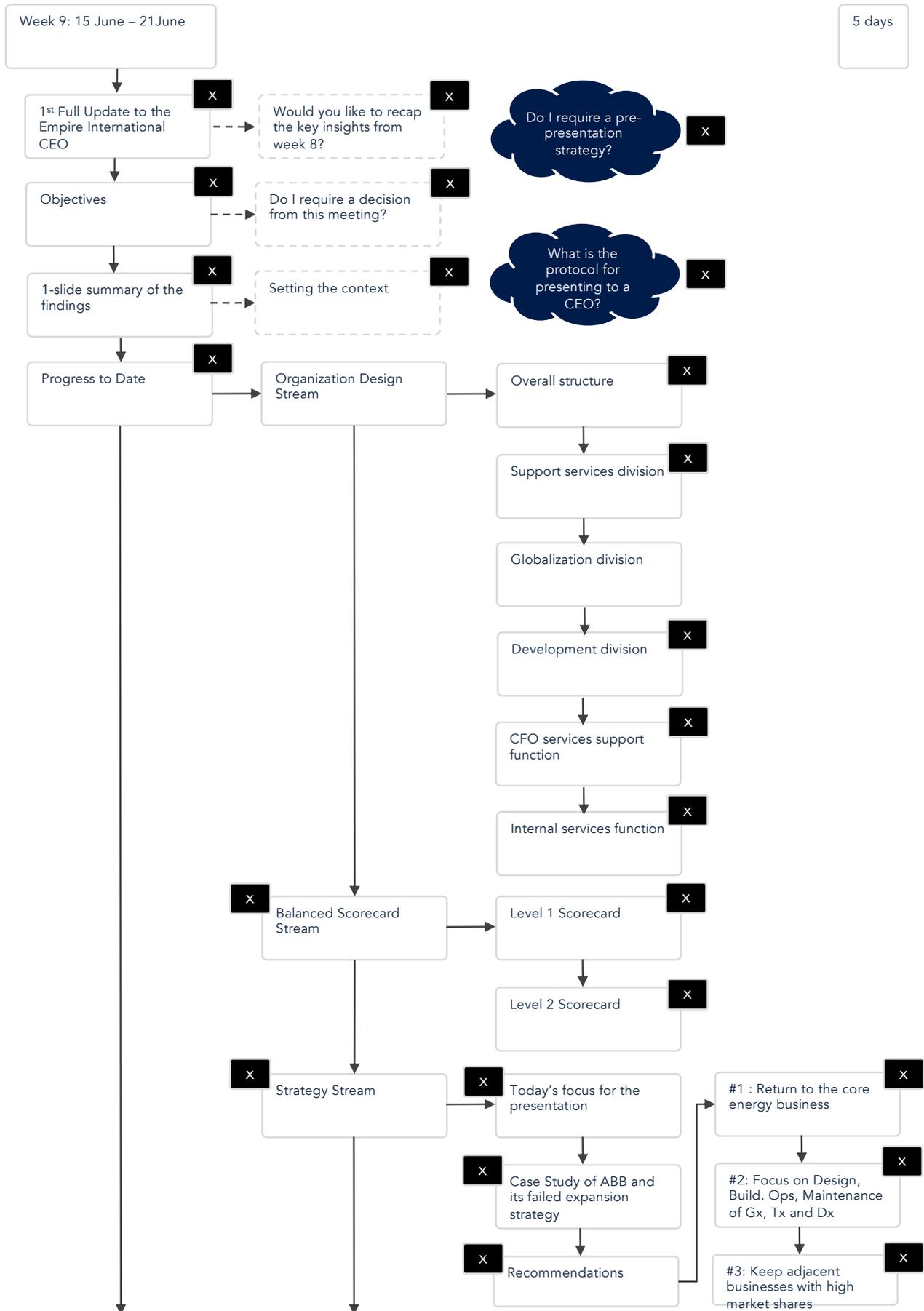


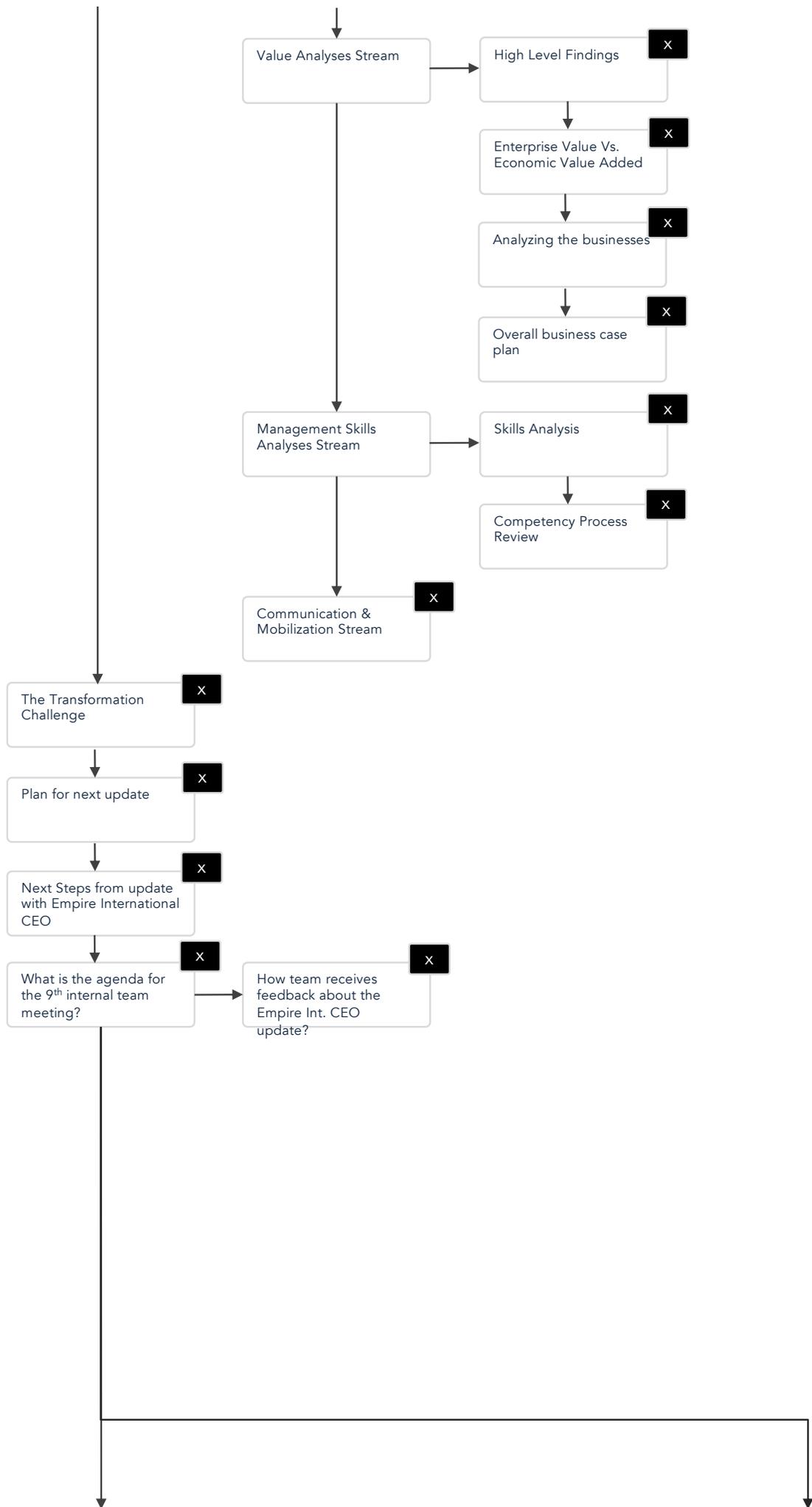


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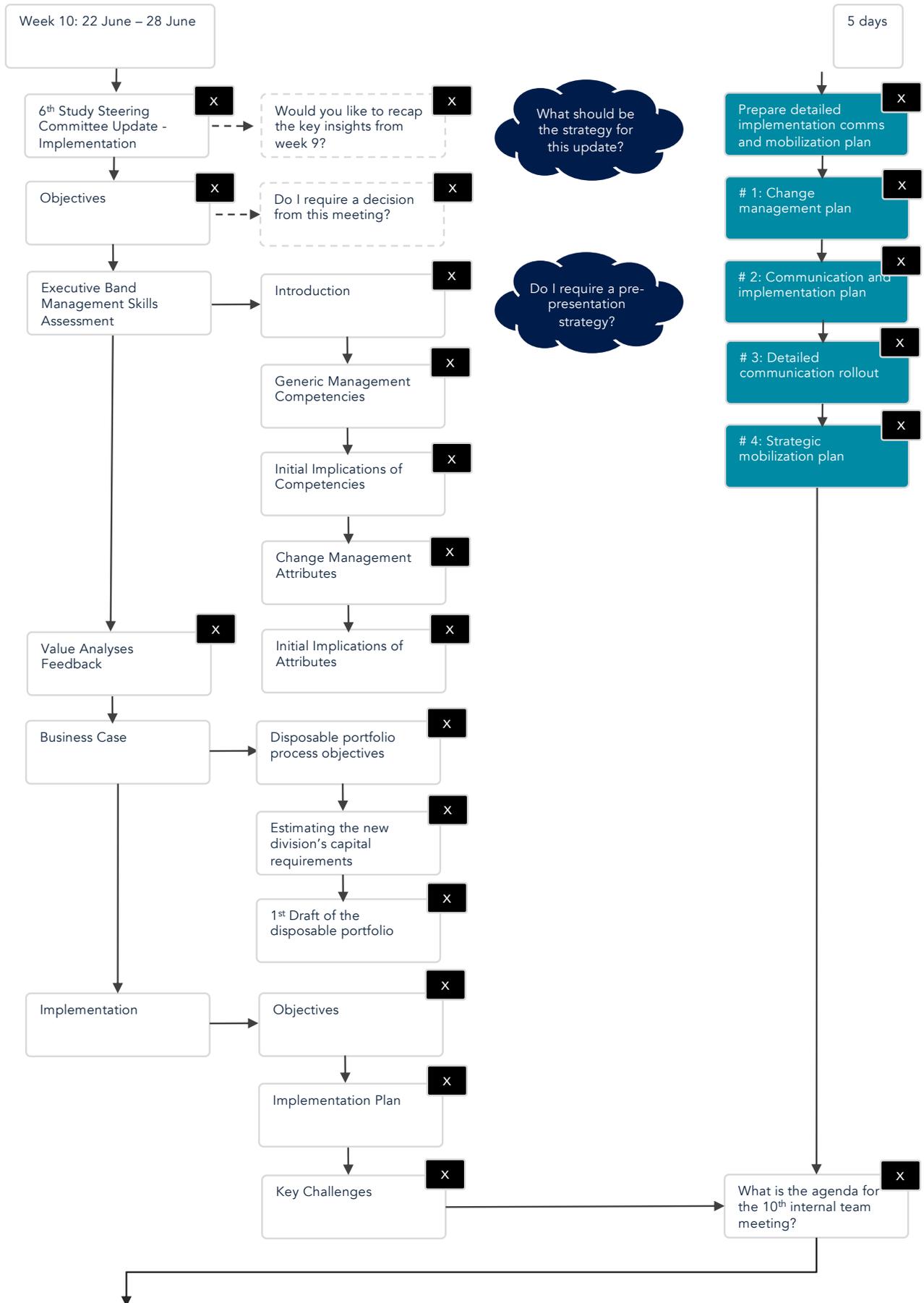


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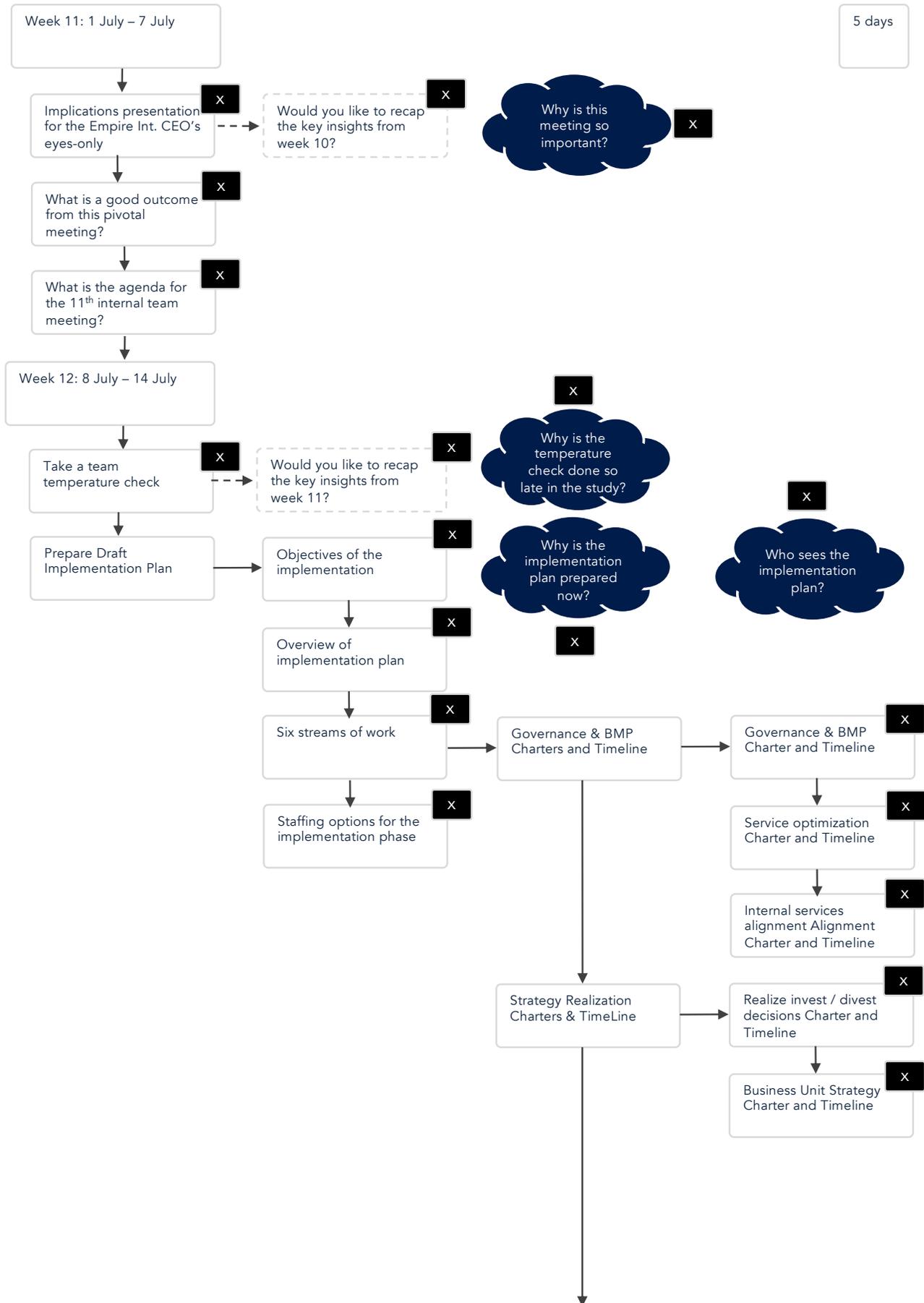


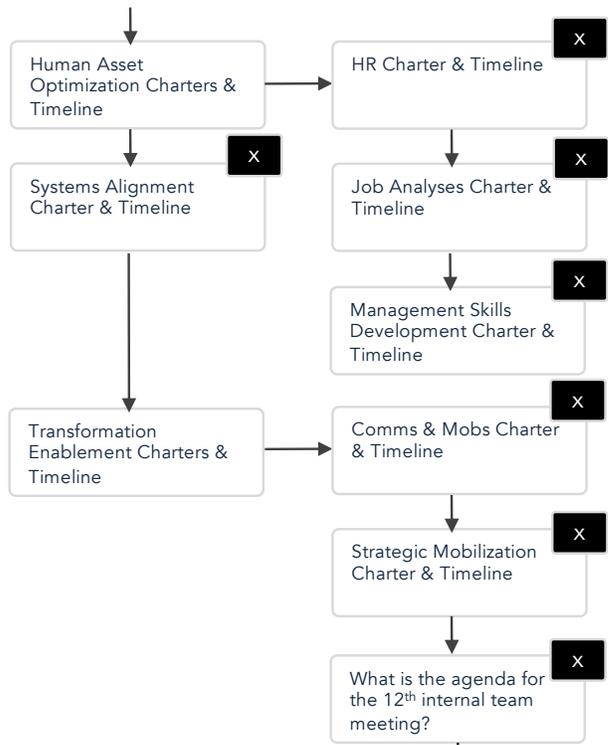


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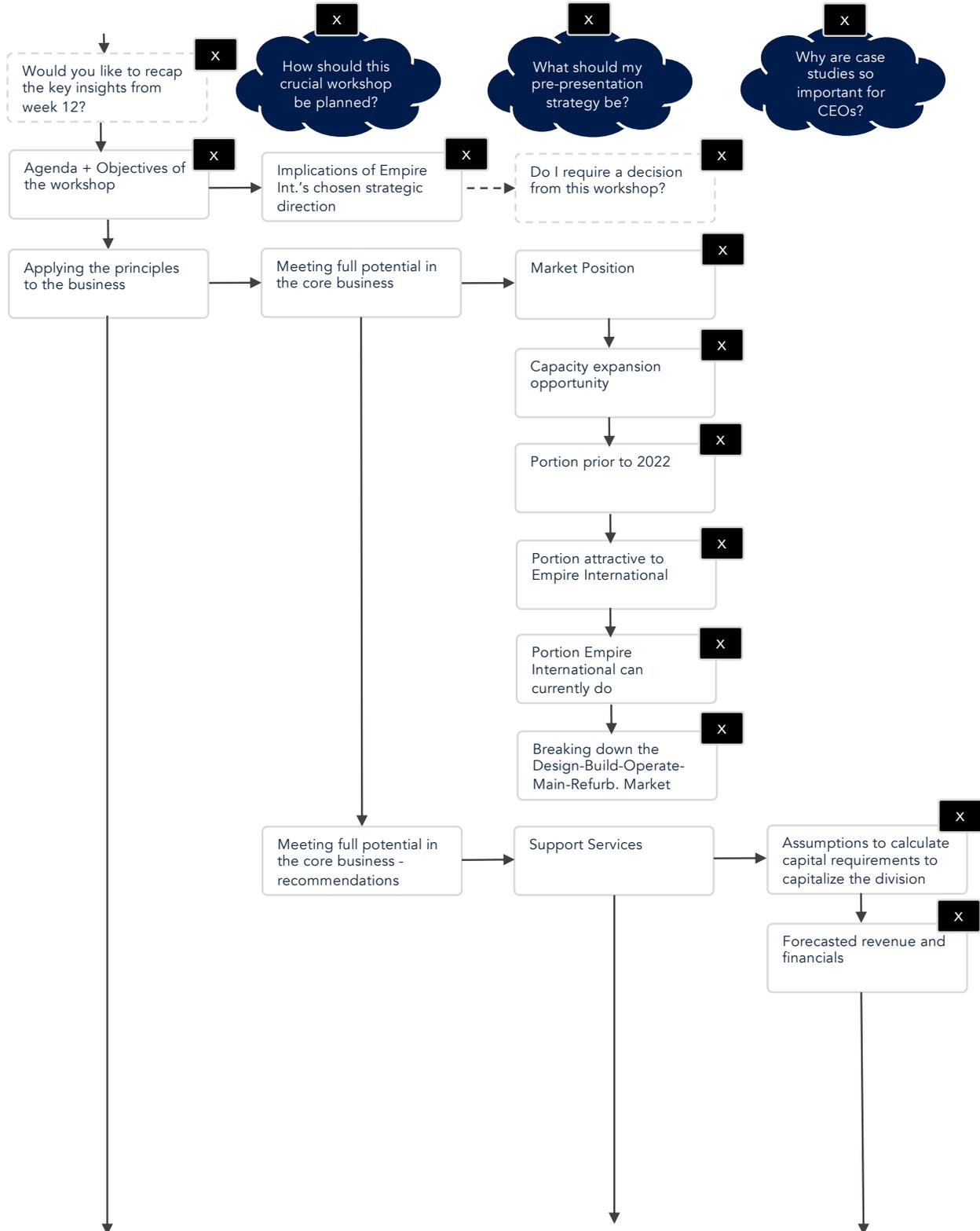
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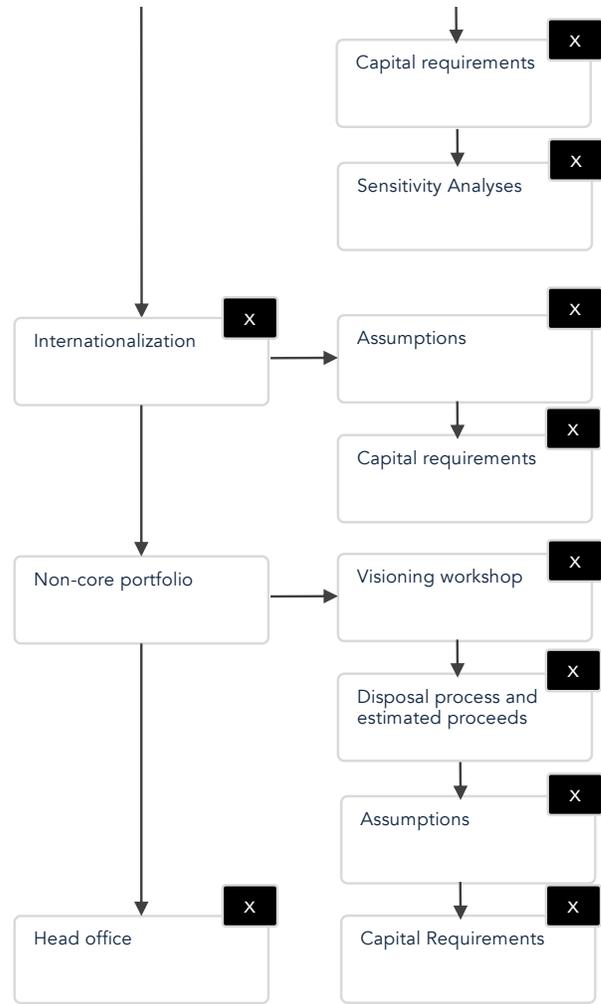
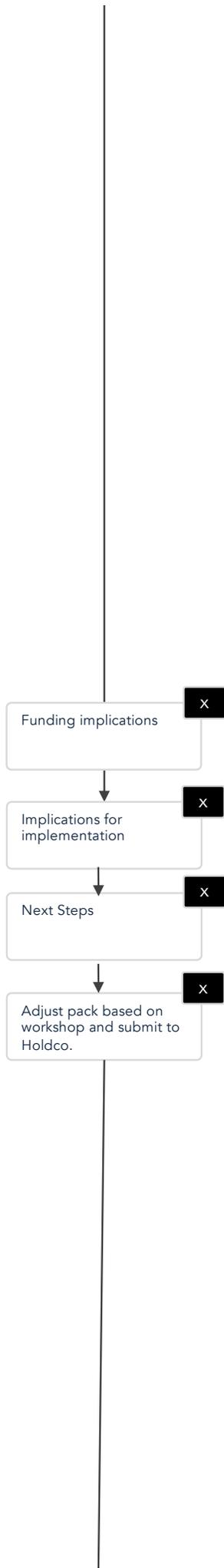
Week 13: 15 July – 21 July  
Monday: CEO Workshop

1 day

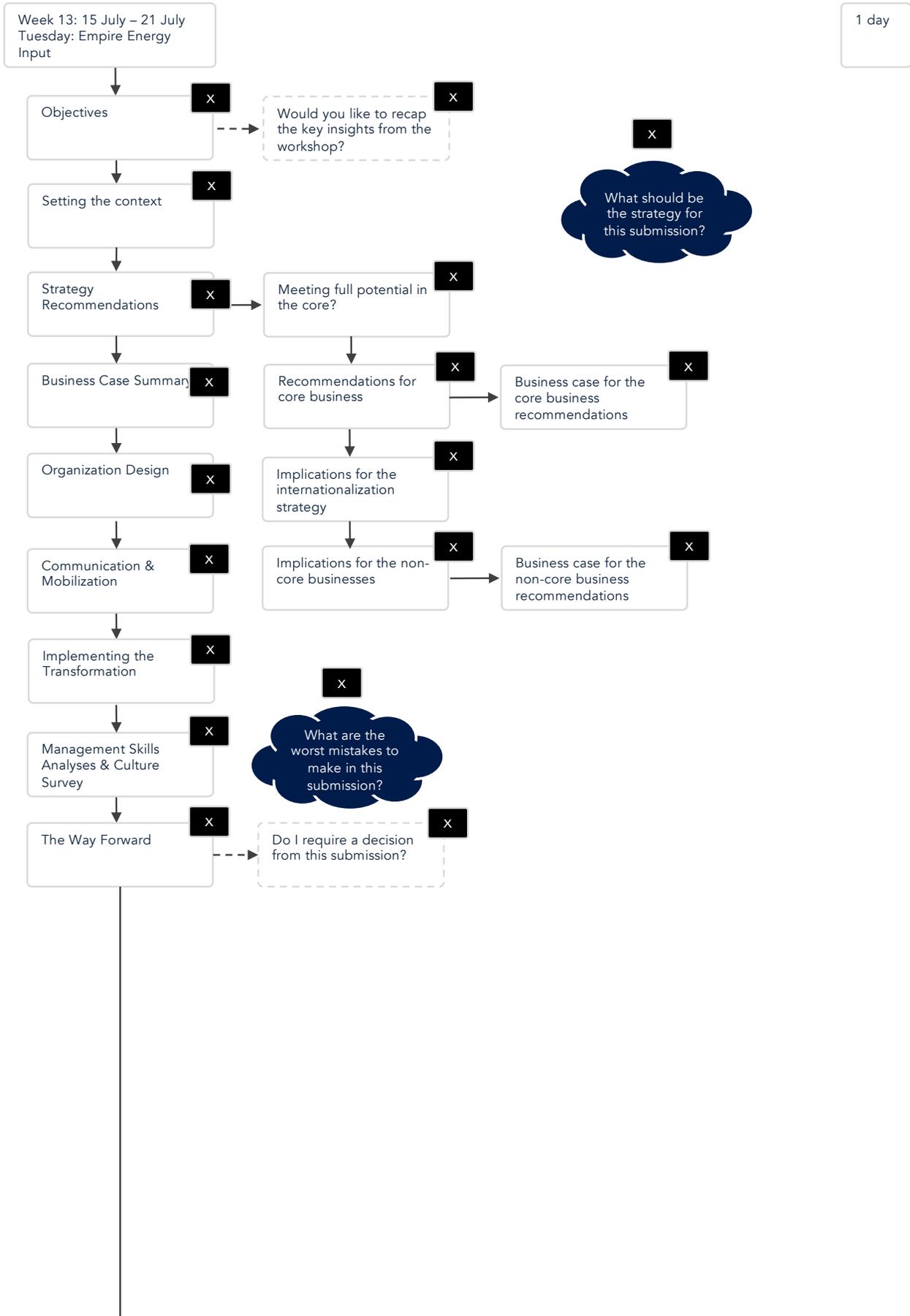
This is a critical week with 4 important updates.

- 1 Monday: the Empire International CEO and his core team will take part in a workshop to affirm the strategy.
- 2 Tuesday: the affirmed strategy will be submitted to Empire Energy for the parent company's business planning cycle.
- 3 Thursday: is the presentation to the Empire Int. CEO and his direct team / slightly amended version sent to Empire Energy board

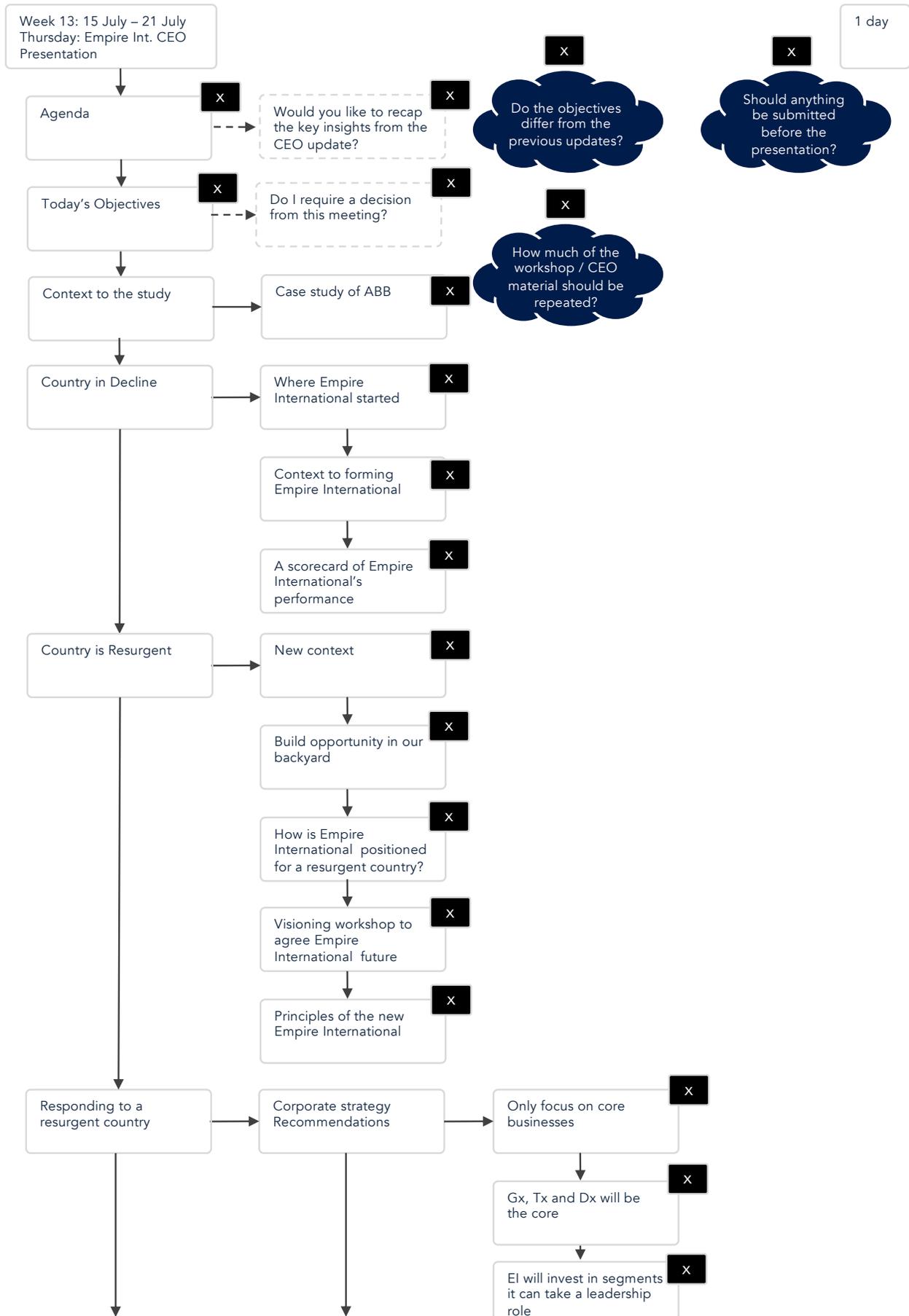


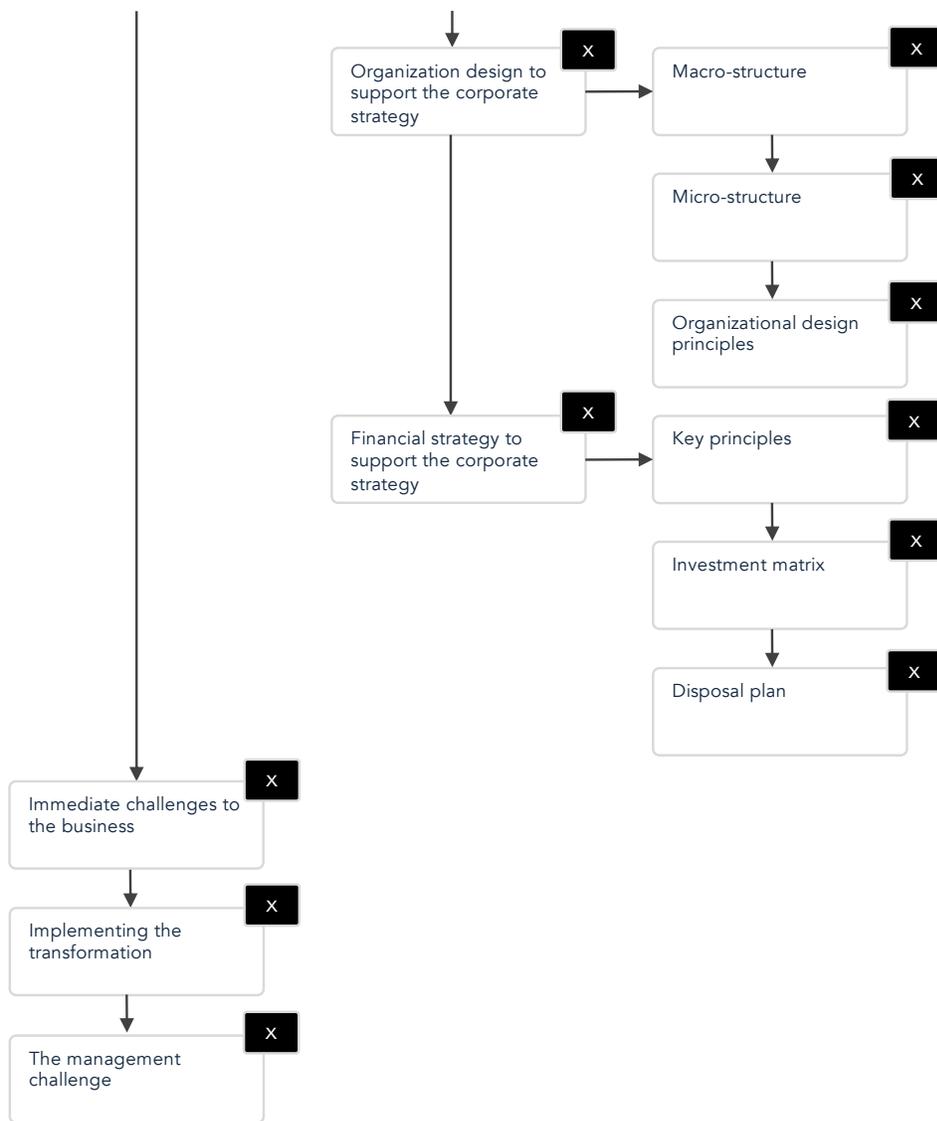


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#### PHASE ONE

In Phase 1, the 3.5 month study above, the consulting team recommended Empire International be folded back into Empire Energy as a new division. EI should only focus on the Gx, Tx and Dx value chain related to construction, maintenance and refurbishment and exit all non-core businesses. Empire International was the wholly-owned subsidiary of Empire Energy created to invest in non-regulated businesses in Southern Europe, North Africa and the Middle East.

Since Empire Int.'s founding, the core/local market has undergone a shift where there is renewed focus on expanding and maintaining the crumbling and outdated infrastructure base to meet surging electricity demand. Unless Empire Energy focuses on meeting rapidly growing energy demand, electricity blackouts remain a real threat which will impact the countries productivity and attractiveness for FDI. Yet Empire Energy does not have the skills to do this work. Empire Int. possesses many of those skills, and even those need to be significantly improved.

Therefore, Empire Int. will become the in-house construction arm of Empire Energy and build new power stations and transmission lines, and prepare for a smart-grid increasingly powered by wind, solar and other renewables.

#### PHASE TWO

Yet, the Phase 1 study also indicated that Empire Int. is woefully unprepared to undertake massive construction work in the local generation, transmission and smart grid sectors. Empire Int. does not have many core skills since it has not built any infrastructure in over 20 years within the local market. During that time, technology, legislation and manpower has changed. Finding skilled engineers will by itself be a major challenge.

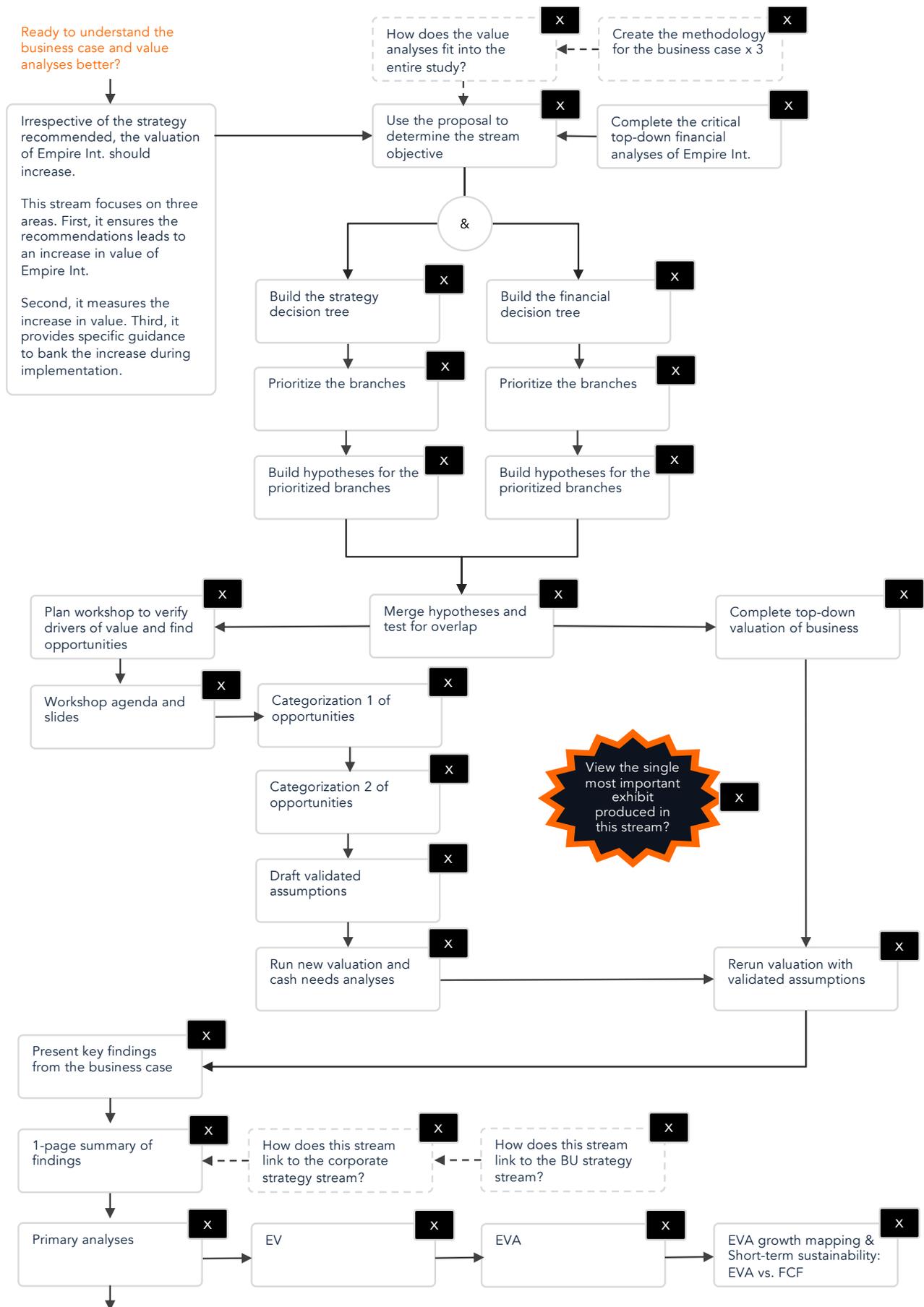
Phase 2 of the study will see the team refining the business model for Empire Int. so that it may successfully take on its new role within Empire Energy: essentially as a construction, maintenance and refurbishment division dedicated to the electricity sector.

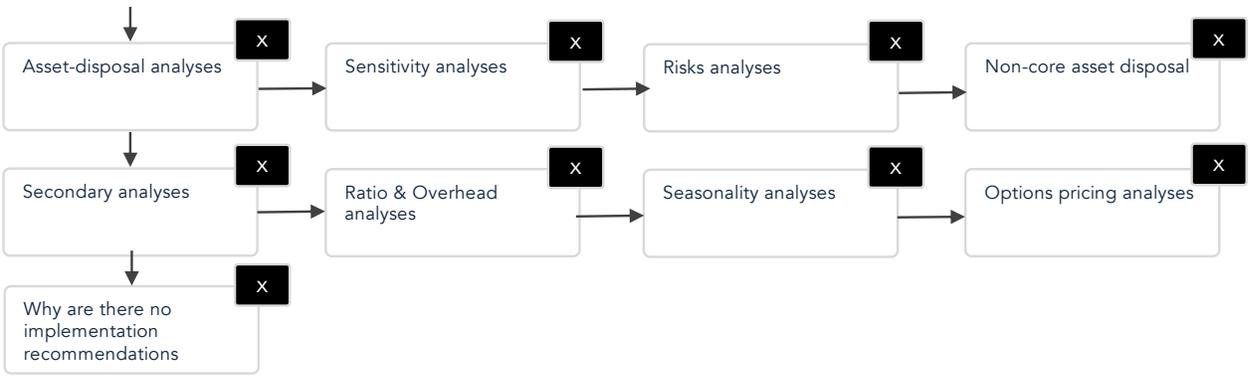
In Phase 2, a 6 month phase, the consulting team will begin implementing the asset divestiture program and examine the best way to organize and prepare Empire International for its new build mandate.

Phase 2 consists of 7 major work streams: governance and management processes, strategy realization, organization and process alignment, human asset optimization, systems alignment, transformation alignment and project management.

Tell us what you would like to see in phase 2 in the comments below.

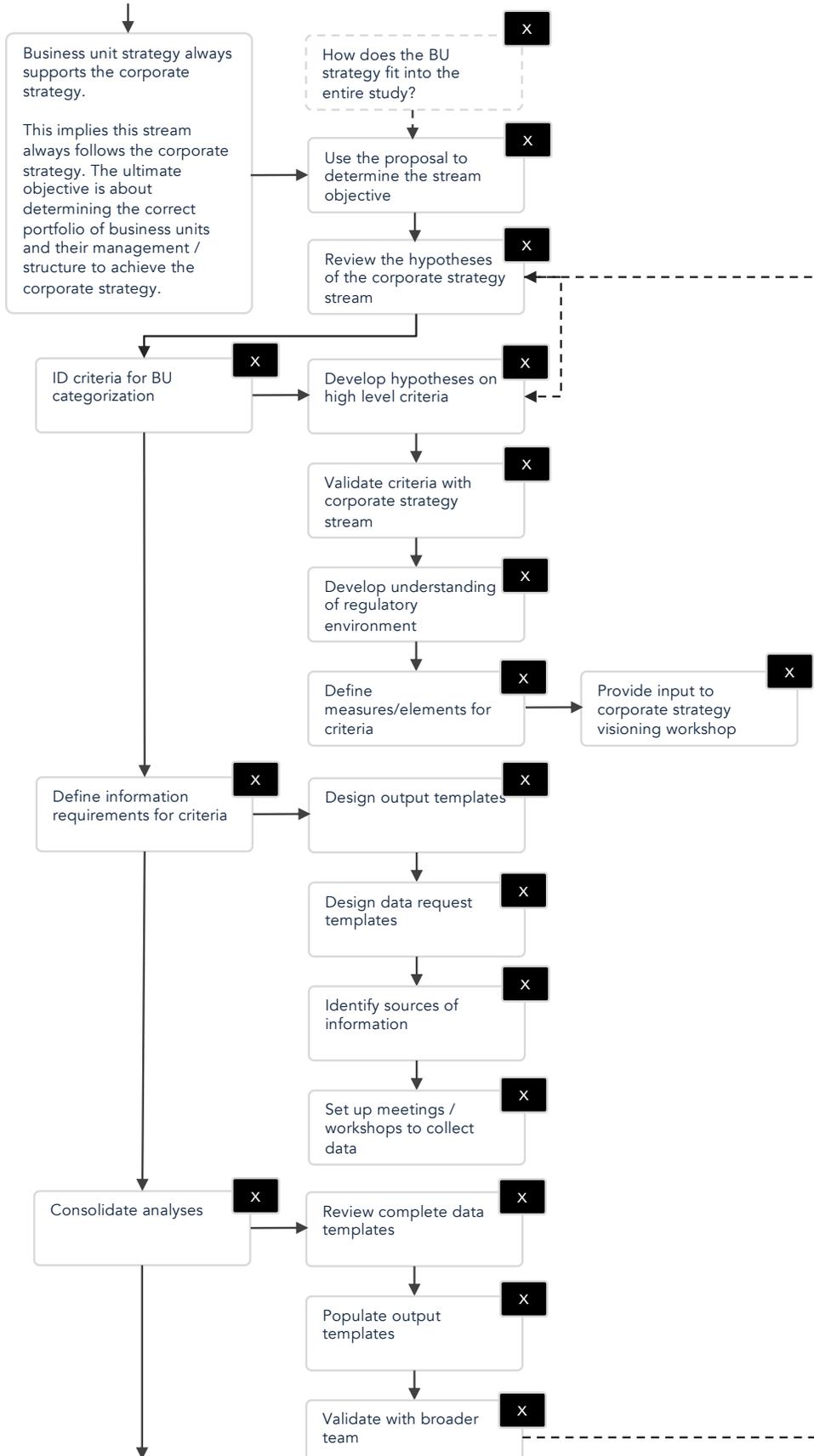
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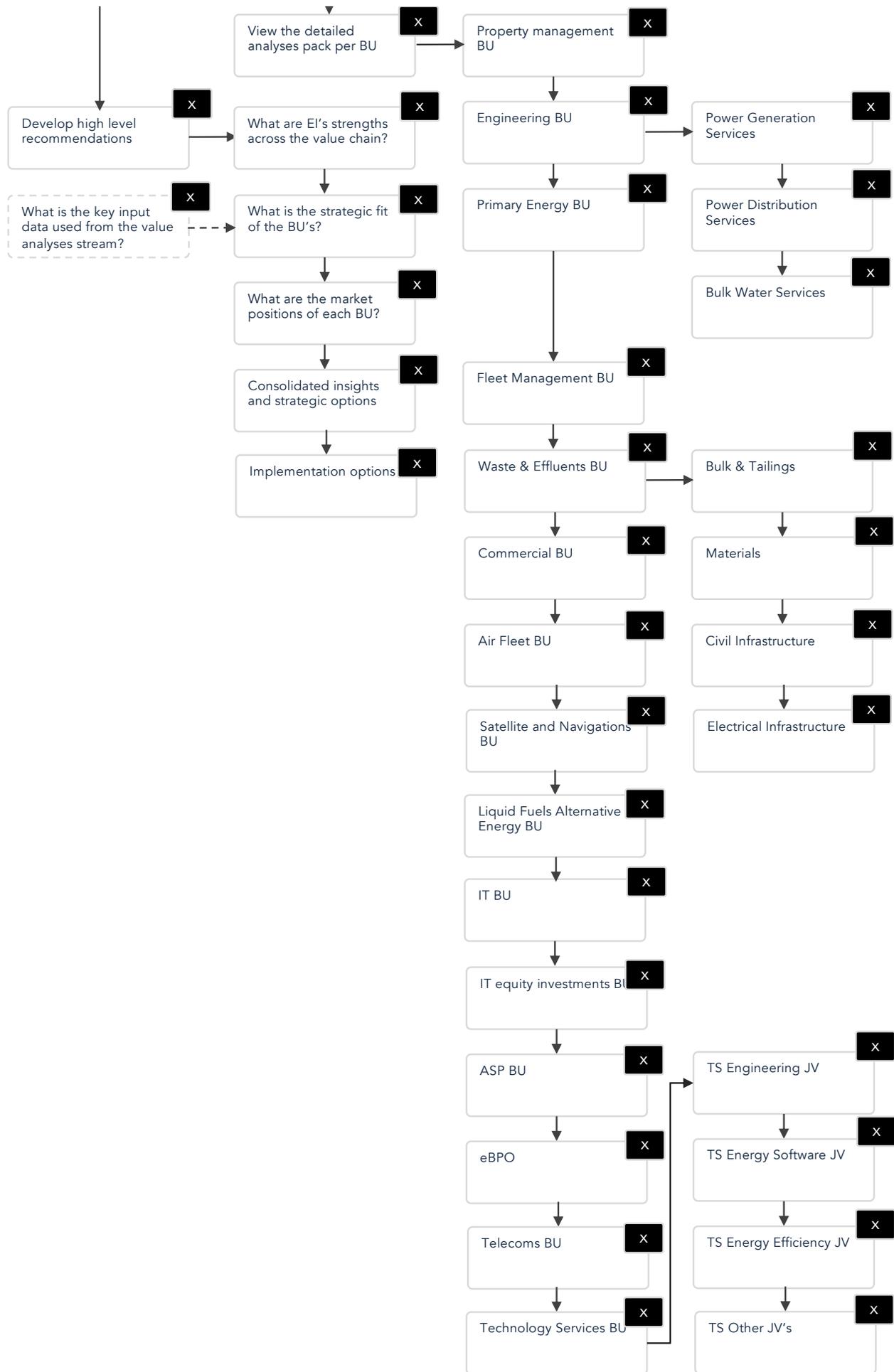




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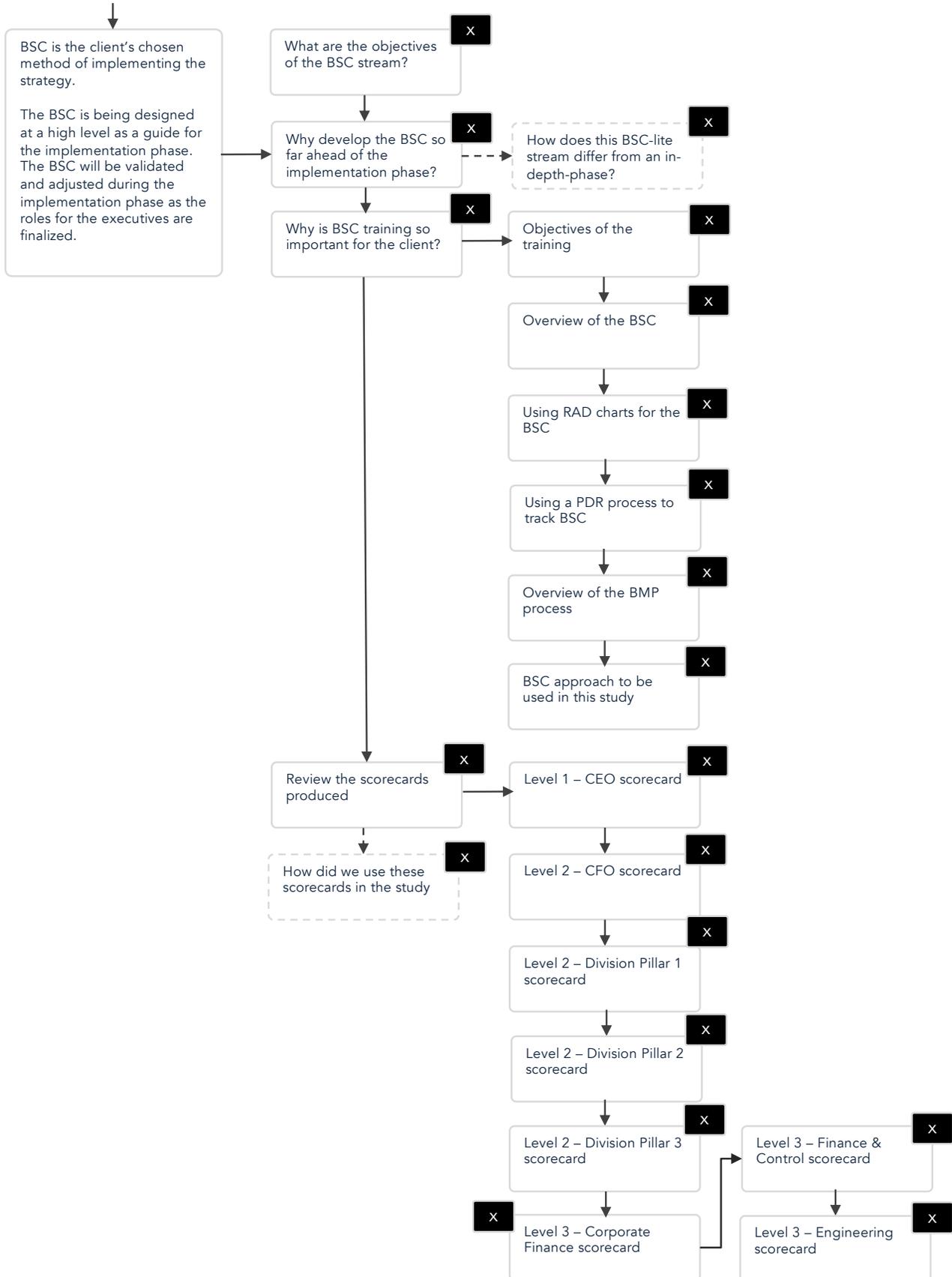
Ready to understand the business unit strategy stream?



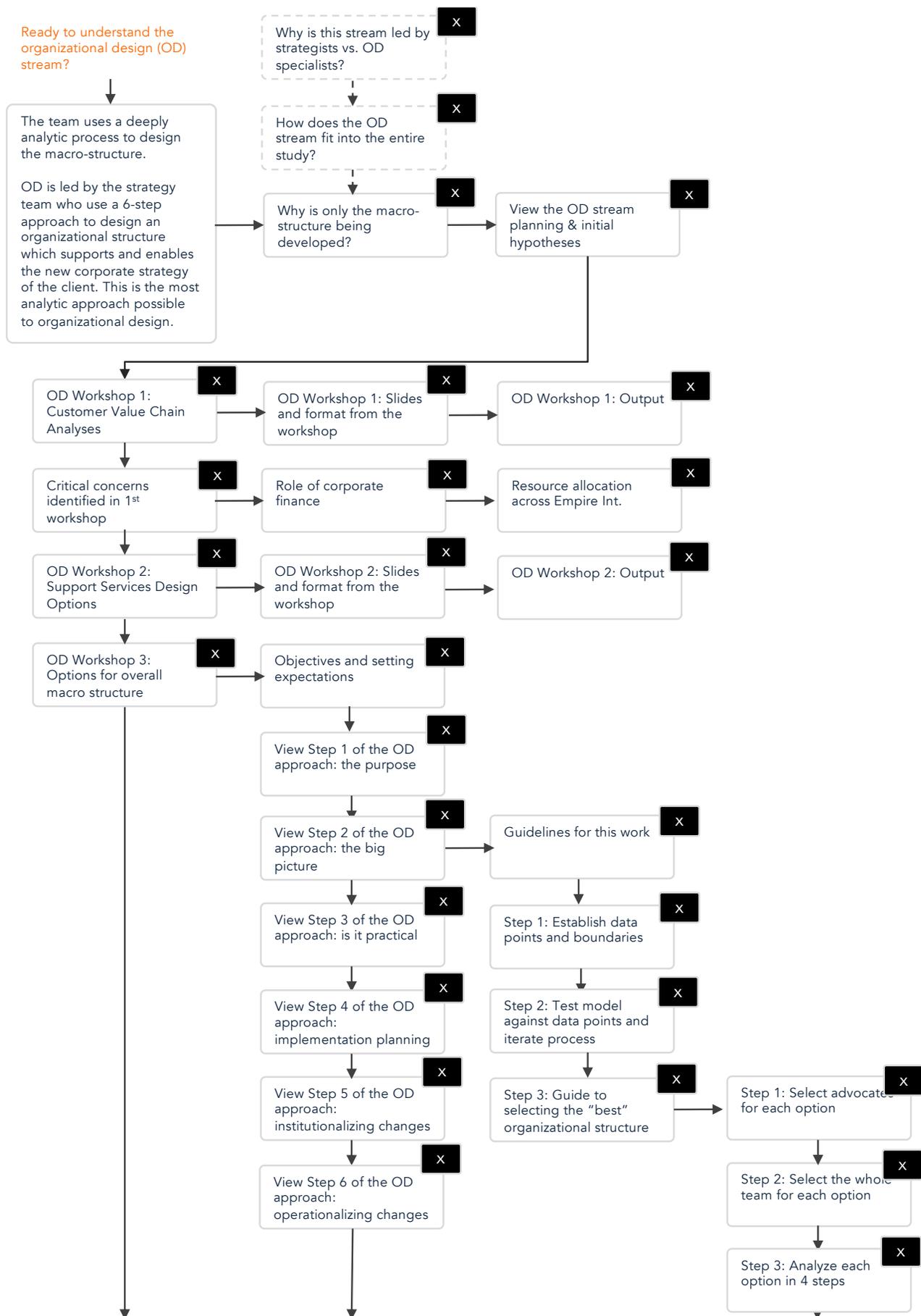


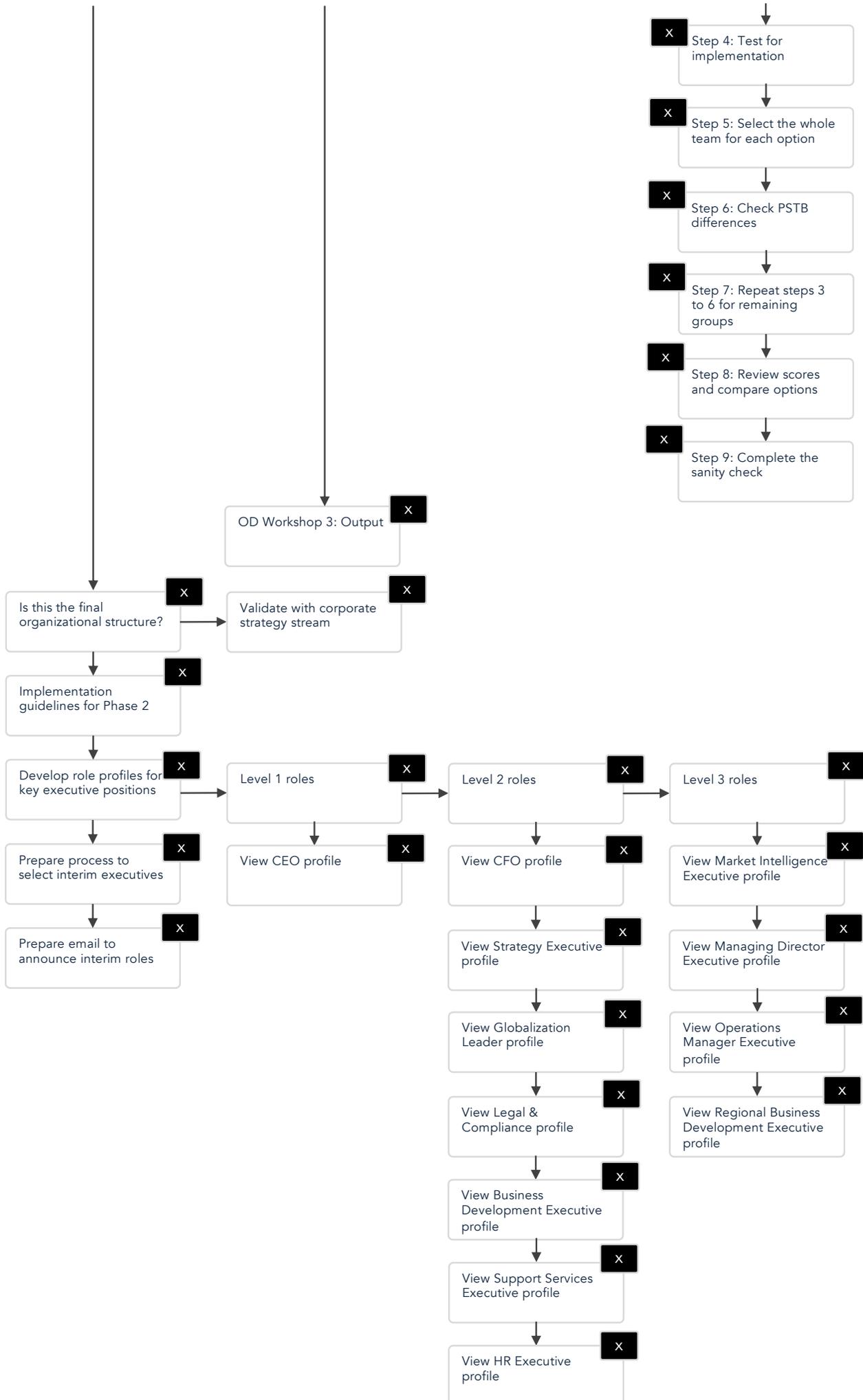
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Ready to understand the balanced scorecard (BSC) stream?



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