

Summer 2007 Newsletter



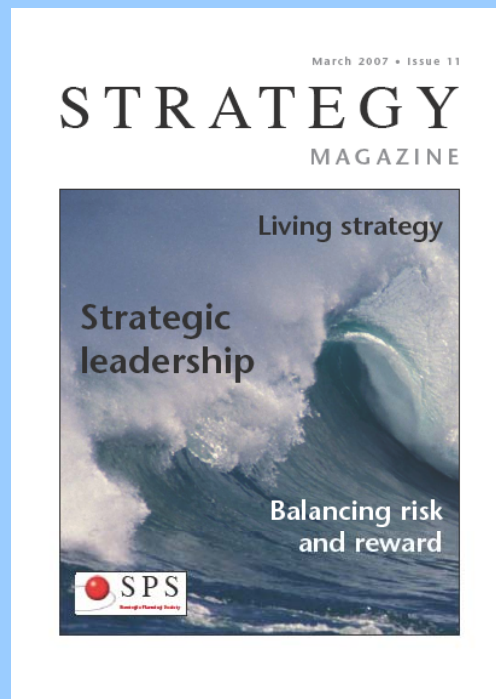
Strategy Magazine publishes Square Peg Strategic Leadership Research

Strategy Magazine is the regular publication of the Strategic Planning Society, an organization which fosters research and best practice in strategic thought and action, aiming to provide a link between academic research and practical implementation of strategy.

This magazine recently published a major article setting out the main findings of Square Peg's recent research on Strategic Leadership.

The article set out the four main areas of discussion: the need to challenge traditional alignment models; dynamic real-time planning; processes and policies as enablers, not barriers to change; and the need for leadership to build ahead of the performance curve.

These four aspects will form part of our on-going series of articles for this newsletter. In the meantime, to read the Strategy Magazine article, click [here](#).



Growth Strategies Conference



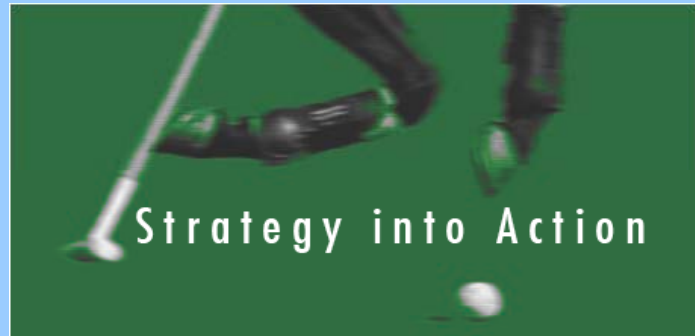
On 25th April Square Peg's Doug Ross shared a platform with Declan Curry, the BBC's Business Presenter, Adrian Fawcett, newly-appointed Chief Executive of the General Healthcare Group, and Frank Carter of KPMG at the Growth Strategies Conference. In their session, 250 CEOs and senior directors of fast-growing businesses were addressed on the topic on Successful Growth by Acquisition. In particular, Doug's session dealt with maximising deal value through proper integration of both the physical and intellectual resources of organisations.

For a full copy of the presentation, click [here](#).

Square Peg Polo Challenge

As many of you will be aware, we were forced to postpone the Square Peg Polo Challenge, due to be played on Sunday 1st July, due to the English summer (!) weather.

It has been rescheduled for Sunday 16th September and we hope that many of you will join us in the sunshine for a great day out for all the family. Invitations will be sent out soon.



Scenario Planning – Ready for Anything



Think of Alexander the Great, Napoleon, Montgomery – all are real world strategists who have used anticipatory planning techniques – battle scenarios – to arm themselves for victory.

Using the same principles as Alexander the Great, organisations can use scenario planning as a strategic management tool to make flexible long-term plans for the future.

In a recent article for Growing Business, Square Peg examines the techniques of scenario planning and how businesses can use these to anticipate and evolve in a rapidly changing world in order to keep ahead of the competition .

To read a full copy of the article, click [here](#)

Square Peg – adding value in the right place at the right time

These are highlights of Square Peg's support of clients over the past few months.

Continent-wide transformation – Square Peg has supported a continent-wide fast-moving consumer goods team in realigning structurally so as to accelerate growth. This engagement has involved a number of Square Peg team members and meant providing support in the following areas:

- **change project management** – including managing the politics and 'white space' behind the formal plans
- **facilitation support** – helping our client get the buy in and participation of key people across 54 markets
- **assessment & selection** – designing and developing the tools and processes needed and training local teams for timely roll-out
- **financial analysis** – helping the leadership team keep an accurate, real time picture of the cost and benefit of change
- **process focus** – advising on hardwiring the changes that will really make a difference

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