

Automotive Special Strategic Action

Workshop for Members of Management-Teams

Date will be coordinated with participants



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Strategy + Automotive expert

Define relevant segments to build competitive advantage

Strategy succeeds or fails in each specific segment. Technological requirements, dynamics of the customer's organization, communication channels and collaboration culture define amongst other factors the arena for effectiveness of strengths. ▶ We discuss examples of segmentation approaches and analyze the consequences.

Determine strategic direction

Product leader, fast follower, process expert, system partner or service provider: Comprehensive understanding of direction is crucial for building competitive advantage across all functions. ▶ We look at options for strategic direction and their consequences for the total value chain, develop decision criteria and design decision processes.

Synchronize sales and engineering with target agreement

Automotive customers require a value stream conveying impulses throughout their development and procurement organizations. It is crucial to work from one common integrated plan for both functions and closely track results. ▶ We discuss the methodology of target agreement processes, checking practicability for defined life situations thus deriving variants for use.

Integrate tech-roadmap navigation

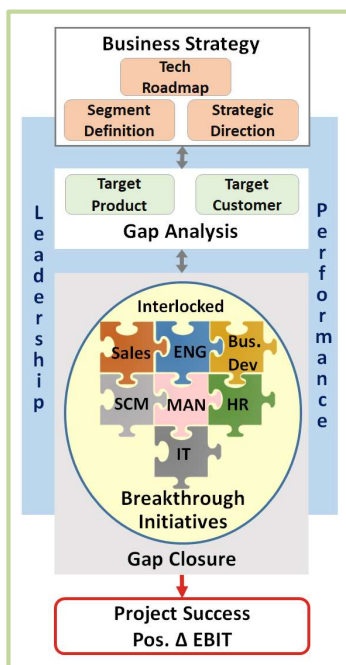
With highly dynamic, overlapping technology trends, customer policies and regulatory environment, the strategic navigation is critical. Information must be structured according to the needs and inputs of decisions. ▶ We explore examples of tech-roadmaps and their consequences and formulate strategic options. We look at ways to communicate options and integrate decisions.

Organize strategic breakthroughs

The success of a strategy is confirmed by obtaining breakthrough results. A time horizon of 120-160 days with a group of 5-7 breakthrough initiatives provides a platform for developing leadership and behaviors to implement the strategy. A strategy realization mindset culminates result accountability. ▶ We practice with a breakthrough model to design a path of consistent, high impact strategy implementation and strategic cultural change.

Develop leadership performance

The productive balance of hands-on, hands-off leadership, open dialogue and certainty of clear decisions must provide the internal framing. Role-changes, opportunities or limitations become evident and fundamentally new situations arise. The different cultures of nationalities, locations and functions need to be integrated. ▶ We assess the merits of different sets of leadership roles and processes for strategic action success.



Max. 7 participants from non-competing businesses

If you are interested to participate or have questions:
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Fee € 750 +VAT

including preparatory conversation, working material, on the spot consulting, documentation