

Overview:

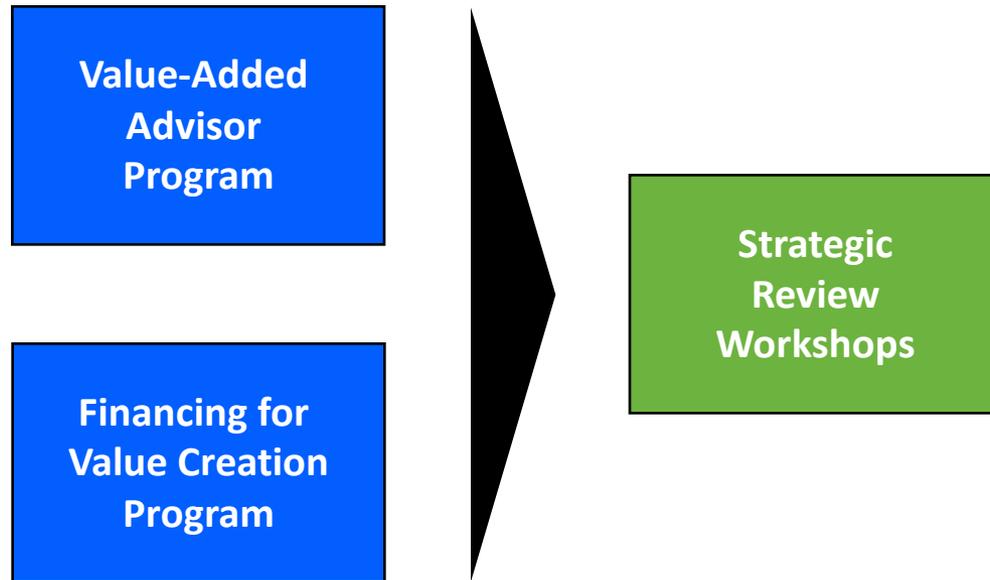
Strategic Review Workshop



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Strategic Review Workshops complete the journey from education to “real world” application and generate business for the Bank

- New knowledge and skills should be applied to be retained and reinforced



- After our Value-Added Advisor and Financing for Value Creation programs, our clients often hold “Strategic Review Workshops” where Relationship Managers work in teams to apply course concepts and prepare presentations to take to their clients

The Strategic Review Workshop process involves 4 steps in the weeks following our Programs

The Strategic Review Workshop Process



Step 1:

Select Client Companies

Before the end of each program participants select target clients and form teams to focus on them



Step 2:

Develop Value Creating Ideas

Teams generate value creating ideas for their clients using tools and templates from the programs (with CTP providing support)



Step 3:

Teams Present to Bank Panel

The teams give their presentations to a panel of senior Bank managers and CTP who provide real-time feedback



Step 4:

Present to Clients

The teams refine their presentations based on feedback and take them to their clients to earn new business

The Strategic Review Workshop helps RMs answer 10 key questions for current clients with high potential for additional bank business

	Ten Key Client Questions		Analyses
Strategic and Operating Issues	1.	What is the business worth and is it creating value?	Discounted Cash Flow Economic Profit Analysis
	2.	What are the key drivers of my business' value?	Risk Framework Sensitivity Analysis
	3.	What rates of return do I have to pay to investors?	Capital Asset Pricing Model Cost of Capital Calculation
	4.	Which operating and investing strategies would enhance competitive advantage and create value?	Competitive Strategy Framework Scenario Analysis Initiative Selection and Roadmapping
	5.	Where should innovation efforts be focused?	Strategy Driven Innovation
	6.	Which acquisitions or divestitures might create value?	Strategy Driven Transactions
Financing Issues	7.	What is an appropriate capital structure?	Downside Cash Flow Analysis Peer Capital Structure Analysis
	8.	How much value does financing add?	Discounted Cash Flow Analysis Tax Savings Analysis
Owner Issues	9.	Are risks to my wealth appropriately diversified and hedged?	Diversification & Risk Management Monetization Analysis
	10.	What is the plan for ongoing management?	Succession Planning

Skills of a Value Added Advisor

- **Understand your clients' needs**
- **Pro-actively engage with clients on relevant issues**
- **Add value by bringing new ideas and solutions**
 - **Strategic and operating ideas that enhance competitive advantage and value**
 - **Financing ideas that will enable client businesses to thrive**
 - **Ideas regarding how to protect and enhance value to the owners**
- **Package the full range of Bank solutions to meet their needs**
- **Demonstrate the value of proposed solutions**

Strategic Review Workshops are a “win” for clients, Relationship Managers and the Bank

- **Clients:**
 - Receive value creating ideas
 - Gain a team of Bank Partners that focused on their specific issues and is willing to work with them
 - Get stronger relationships with their Bank

- **Relationship Managers:**
 - Sell more business
 - Have a “safe haven” for applying new knowledge and skills
 - Have the benefit of a team, Bank management and CTP to develop and refine superior ideas for clients

- **The Bank:**
 - Gets stronger relationships with key clients
 - Develops a deeper understanding of the opportunities and issues facing key clients to support credit and marketing decisions
 - Gains visibility into relationship managers and how they serve their clients
 - Has an opportunity to review and enhance presentations before they go out to clients
 - Can track the business results of Strategic Review presentations – *those that do find that they generate a multiple of the costs of the entire Program (VAA, FVC and SRW)*