

CREATING SUSTAINABLE COMMERCIAL ADVANTAGE: 5. The benefits of strategic governance

The world is changing. The pace of change is increasing. Within such an evolving commercial environment, every business needs to know where it is going – and how to get there in the manner most fitting to its commercial viability.

Within a complex business, this can be ... well ... complex.

Due to the scale of changes often required within large, complex businesses, it is often very difficult to have a single overall view of development. This results in:

- fragmentation
- duplication of effort, cost and risk
- lack of consistency
- no sharing of lessons learned
- no overall benefits realisation
- conflict

- seriously undermining growth, development and capability.

The approach to strategic governance is to fit all the pieces together as the solid foundation of growth, development and capability, to:

- create a coherent framework
- reduce overall cost and risk
- create a consistent and understood approach
- share important lessons
- create a roadmap based on benefits realisation
- replace conflict with synergy



- this is fitting the pieces together. Just because something is complex doesn't mean it is impossible. **Usually this does mean a greater success when achieved.**

Without it there is chaos. In a highly competitive environment, no business can afford to exist in chaos. Every business needs solid foundations.

Strategic governance calls for:

- order
- discipline
- responsibility
- awareness
- a shared focus and synergy of benefits



The Alt3 Business Consultancy function advocates a holistic approach to the development of strategic governance to create solid foundations and that all important sustainable commercial advantage. **This is business organisation at its best:**

1. Gain an overall view of the developments taking place – and what is required to reach the strategic goals.

2. Create simplicity from complexity ... including reducing the “measurement madness”

$$A = \frac{\sum_{js} QASAS_{js}^S * W_{js} + \sum_{jL} QATAS_{jL}^T * W_{jL} + \sum_{kL} QATAS_{kL}^T * W_{kL}}{\sum_{js} W_{js} + \sum_{jL} W_{jL} + \sum_{kL} W_{kL}}$$

3. Focus on synergy, lessons learned and shared benefit.

4. Keep everyone's eye on the ball – and the focus on the overall strategic goals.

5. Be aware of any developments or shortfalls that may impact the ultimate outcome.

Without the benefits driven discipline and order of strategic governance, no business will achieve its full potential.

Interested? Contact us to find out more.