

The background of the slide is white, featuring several teal-colored 3D cubes of various sizes and orientations scattered across the frame. The cubes are rendered with a slight shadow and a gradient, giving them a three-dimensional appearance. The central text is overlaid on these cubes.

**Business planning
is strategy work**

Who we are – and what makes us different




We are a scientifically based organization and strategy consultancy with more than 50 consultants in nine countries worldwide.

The life sciences ecosystem is extraordinarily complex, which makes consulting projects in this field particularly challenging.

We master these challenges by drawing on our many years of experience in the diverse issues in this field – from strategy development to brand planning.

The dice haven't fallen yet ...



Strategy work can easily run into the routine trap. After all, there's more to it than just filling out slide decks to put on a good show.


Good business planning helps to look behind the facade of your own operational blindness.

Strategy development usually relies on a linear roadmap you should just have to work through.

But just how delicate strategy work can be is often overlooked. It affects the views and interests of a wide variety of functions and reveals power relationships.

The factual situation is often in the foreground. Tools are used to generate expertise.

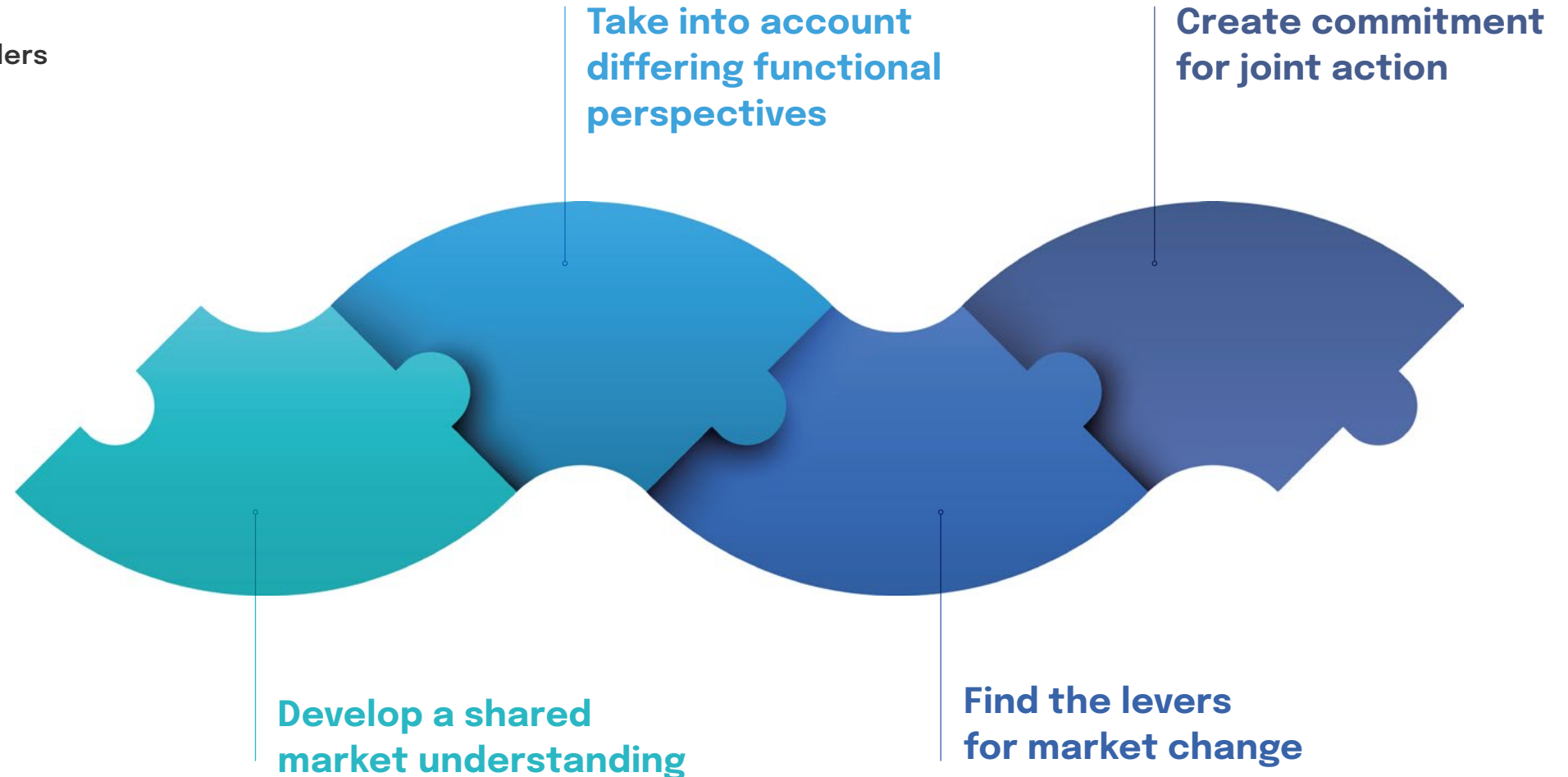
However, the factual situation does not answer the strategy question. It is a matter of deriving and making decisions for the future from the arguments and expert opinions.



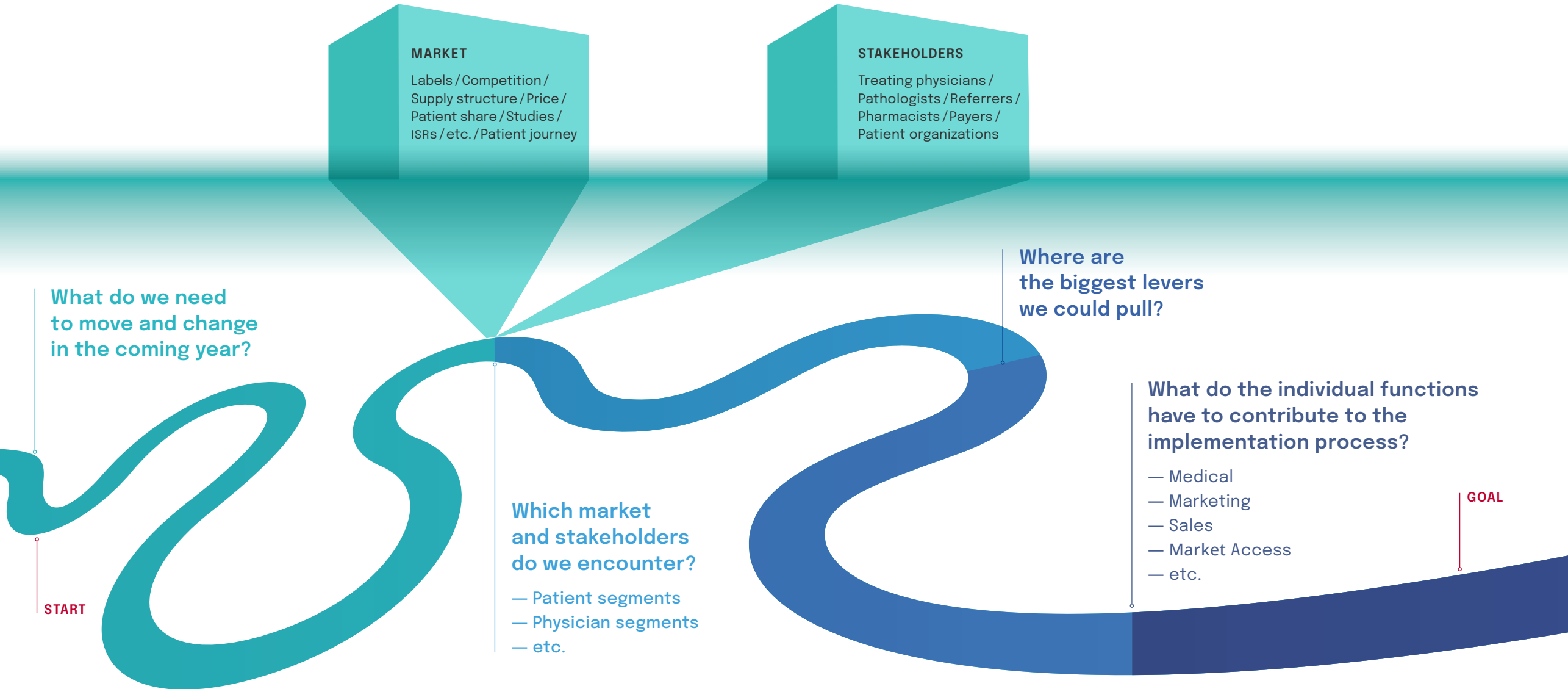
If business planning isn't to become a game of chance

It is important to involve all the relevant stakeholders and incorporate their perspectives in order to:

- Develop strategies with as few white spots as possible
- Ensure that everyone pulls together in the implementation



The strategic roadmap for business planning



Strategy flow with tool support

Analysis and systematization tools

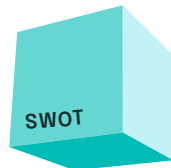
Where are the uncertainties?

What assumptions can be made for them so we can still continue with planning?



What do we bring to the market?

Where are we being challenged?



What is the starting position?

Which market segments should we address?

What change approaches are there?



Action development and prioritization tools

What levers are at our disposal to move them?



What strategic options are available to us?

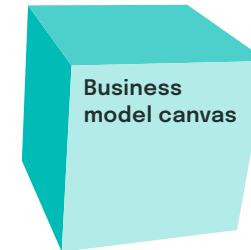


What means do we already have to move forward?

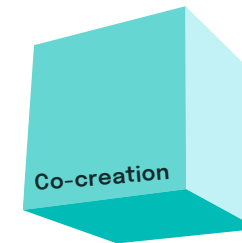


What is our value proposition for practitioners and patients?

What makes us stand out?



How can we involve clients / therapists in the strategy work?



Which strategic fields of action do we want to tackle?

What do we expect from all this?



One good tool leads to another

How do things stand with your dice?



Design your business planning with our help. Contact us for an initial sparring session on your topics.

We look forward to hearing from you!



Isabell Hager
Senior Consultant,
Metaplan

IsabellHager@metaplan.com
T +49 (4106) 617-0
M +49 (173) 42 74 736



Ines Vogel
Senior Consultant,
Metaplan

InesVogel@metaplan.com
T +49 (4106) 617-0
M +49 (173) 59 77 236

**How do things
stand with
your dice?**

www.metaplan.com

Quickborn@metaplan.com

T +49 (4106) 617-0

