

## **Umbrella Strategy of the Company**

### **1. Why establish an umbrella strategy?**

In the changing business environment a company always aspires to achieve its set business goals: short, medium, and long term. For the realisation of these goals, the management and employees seek to come closer to the realisation of the business vision of the company.

The shaping of an umbrella strategy of a company enables the harmonising of different views towards future development possibilities which are unified within the strategy. An umbrella strategy which contains concrete goals, sources, and assignments required for achieving these goals is set within a specific time frame. All the operative business decisions are then executed within the logical framework of the umbrella strategy of the company.

### **2. What should belong in a complex of setting up an umbrella strategy within a company?**

As can be seen in the attached image, which illustrates the methodological approach of the SIGEM Business Consulting to the setting-up of an umbrella strategy of a company, it is necessary to take two dimensions of project activities into account when shaping the strategy: the level of shaping of the strategy and the analytical depth of the activity.

With the execution of individual stages we have to realise the meaning of the complete conclusion of each separate stage before the transition to the next. In the contrary case these can lead to a constant return to (disagreed upon) standpoints and conclusions in one of the previous stages the consequences of which could be (at least) a delay in the conclusion of the project of the formed strategy. Taking into account the analytical, levelled dimensions are constructed by choosing appropriate people to talk to – the employed participants of the company in the project.

The final result of the shaping of the strategy is a distinguishing harmonised umbrella business strategy with defined goals in the market and business fields and operating procedures, defined financial and human resources and the precise plan for its implementation.

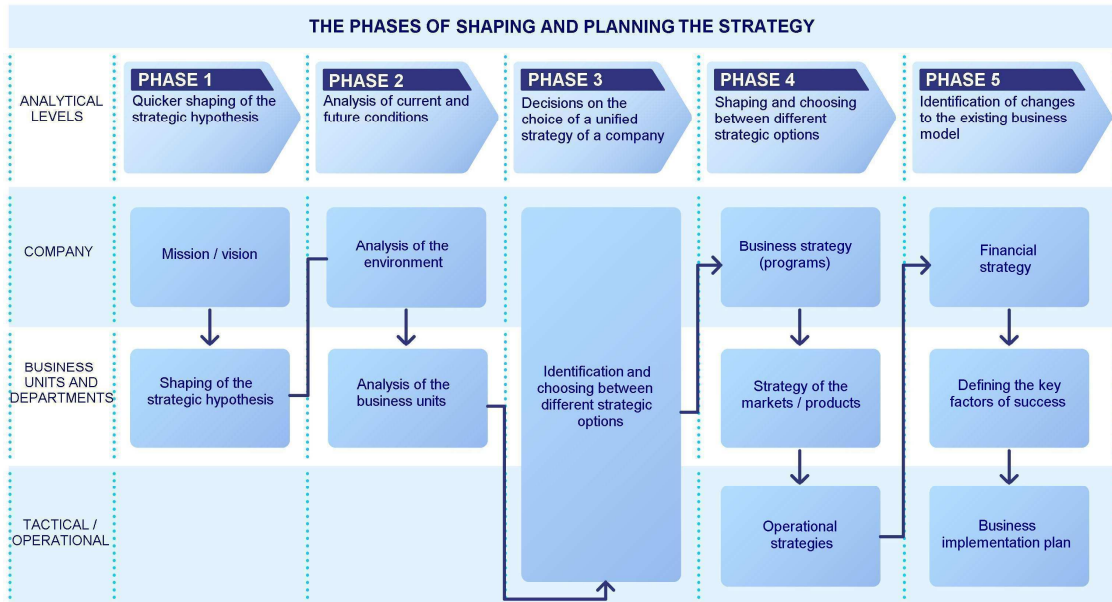


Image: Methodological approach of the SIGEM Business Consulting towards the shaping of the strategy