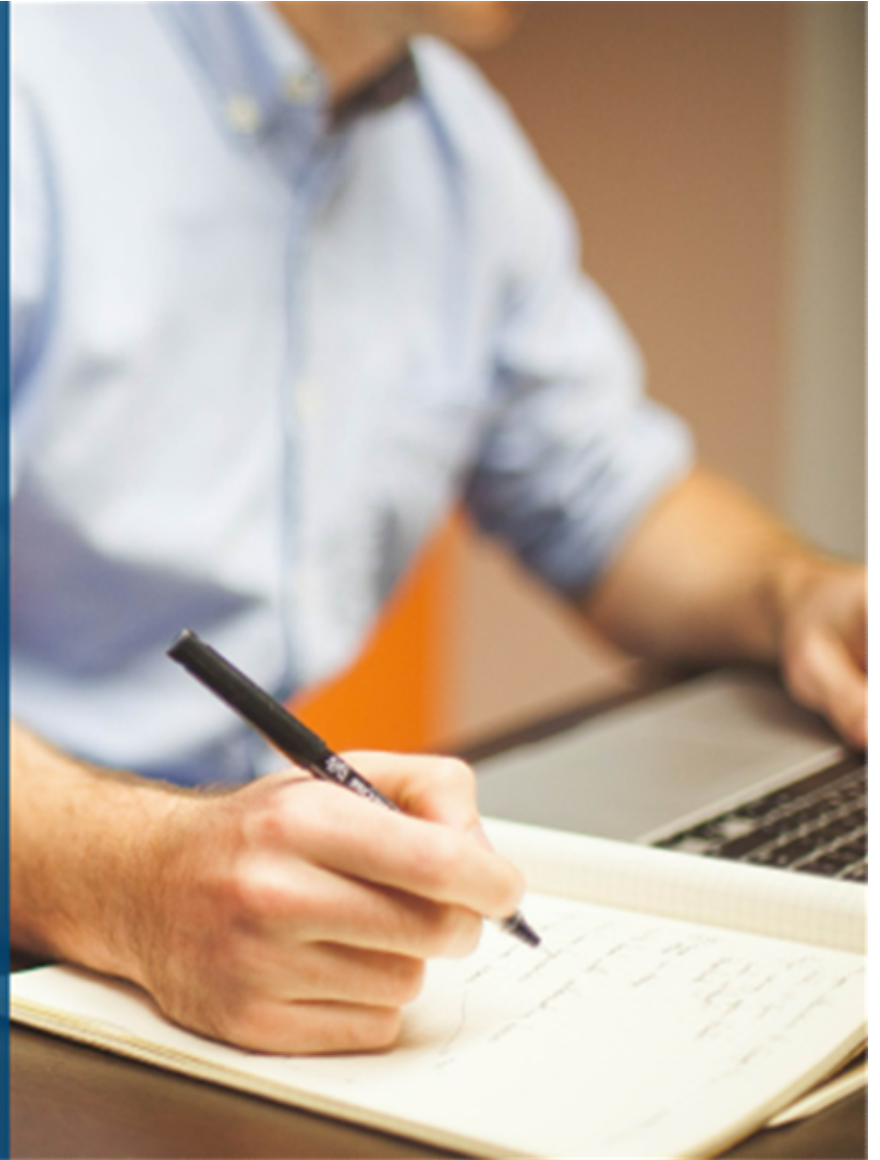


SVTC LUNCHEON



WTF IS STRATEGY? AND WHY SHOULD YOU CARE?

OCT. 24, 2019



Presented by David Deaton

Thank You!

Agenda / Purpose

WTF is Strategy



Transformation



Examples



Why should you care?

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More
Earnings

Empower
Innovation

Drive Efficiency
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Yes, it's a thing.

Strategic

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IN

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Strategy is....

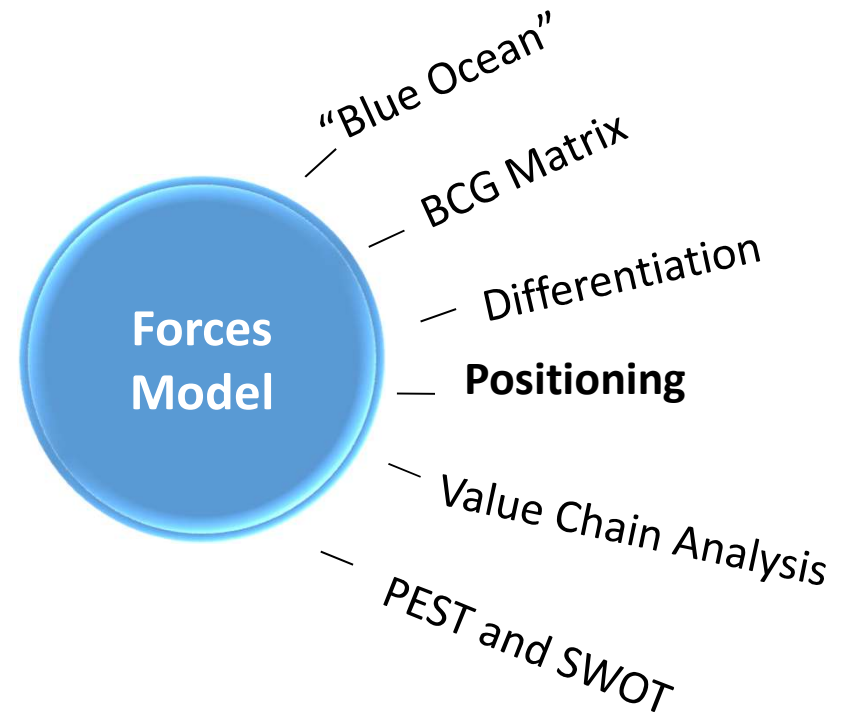
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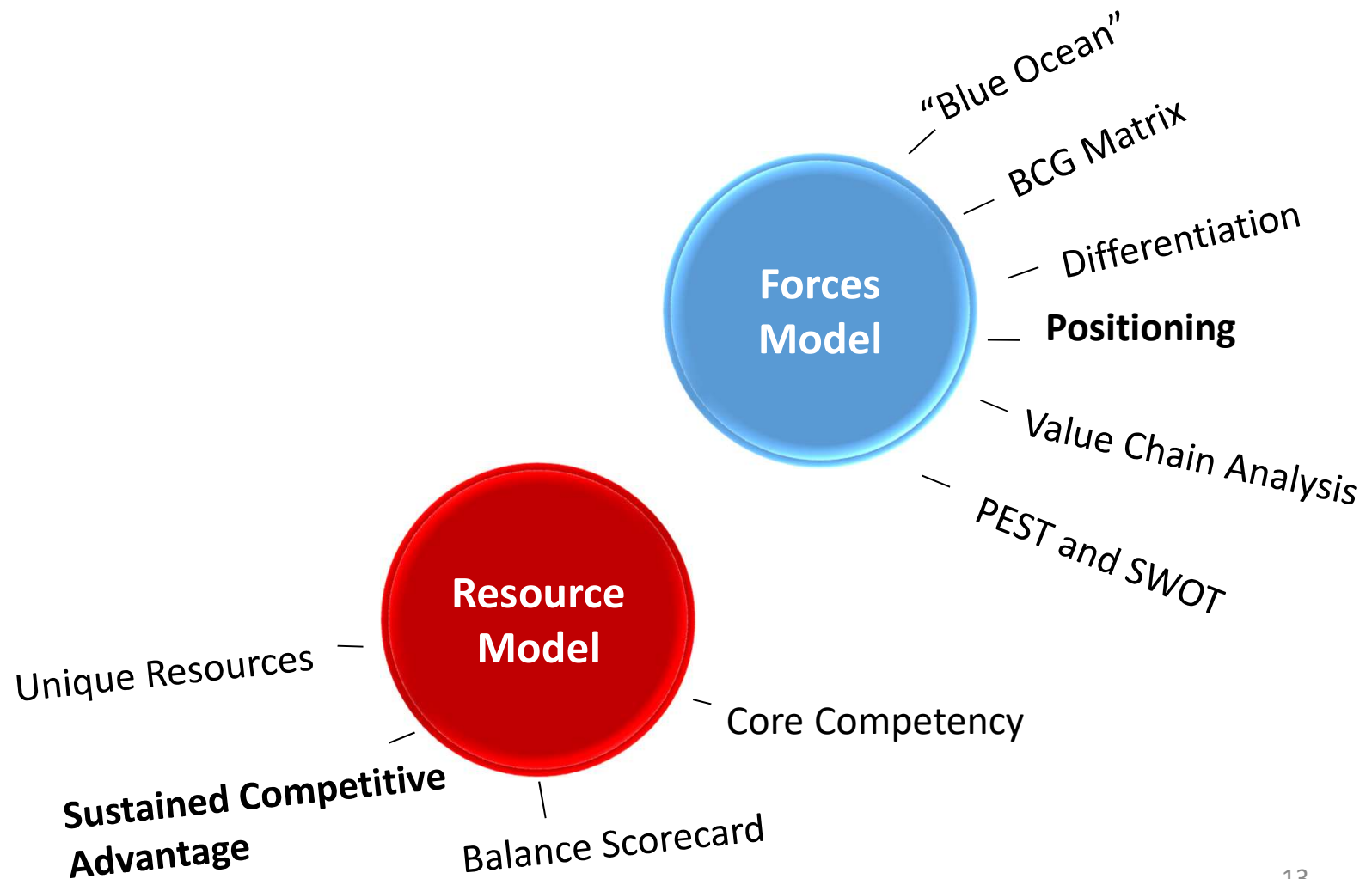
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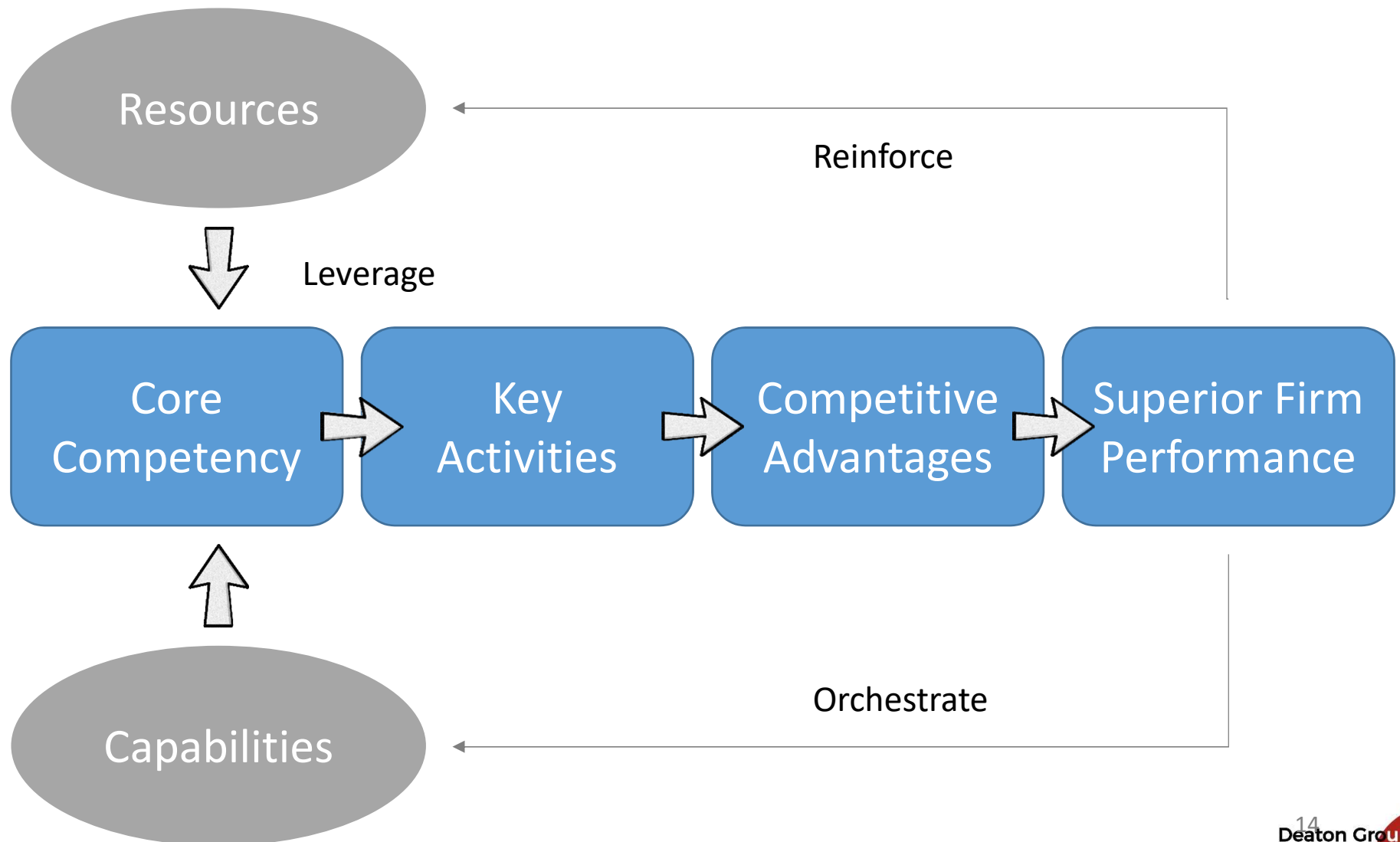
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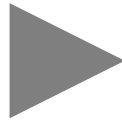


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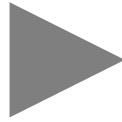
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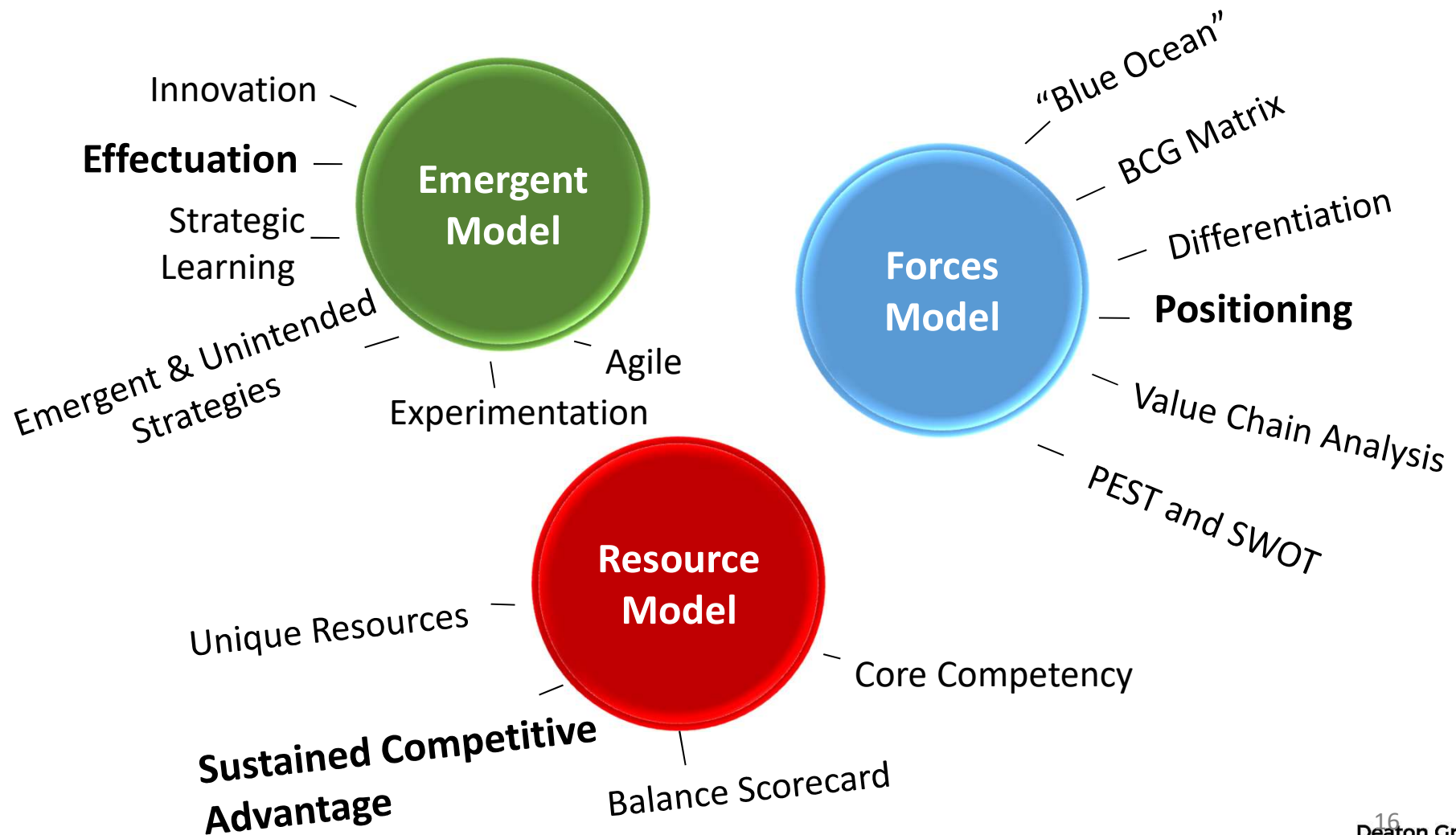
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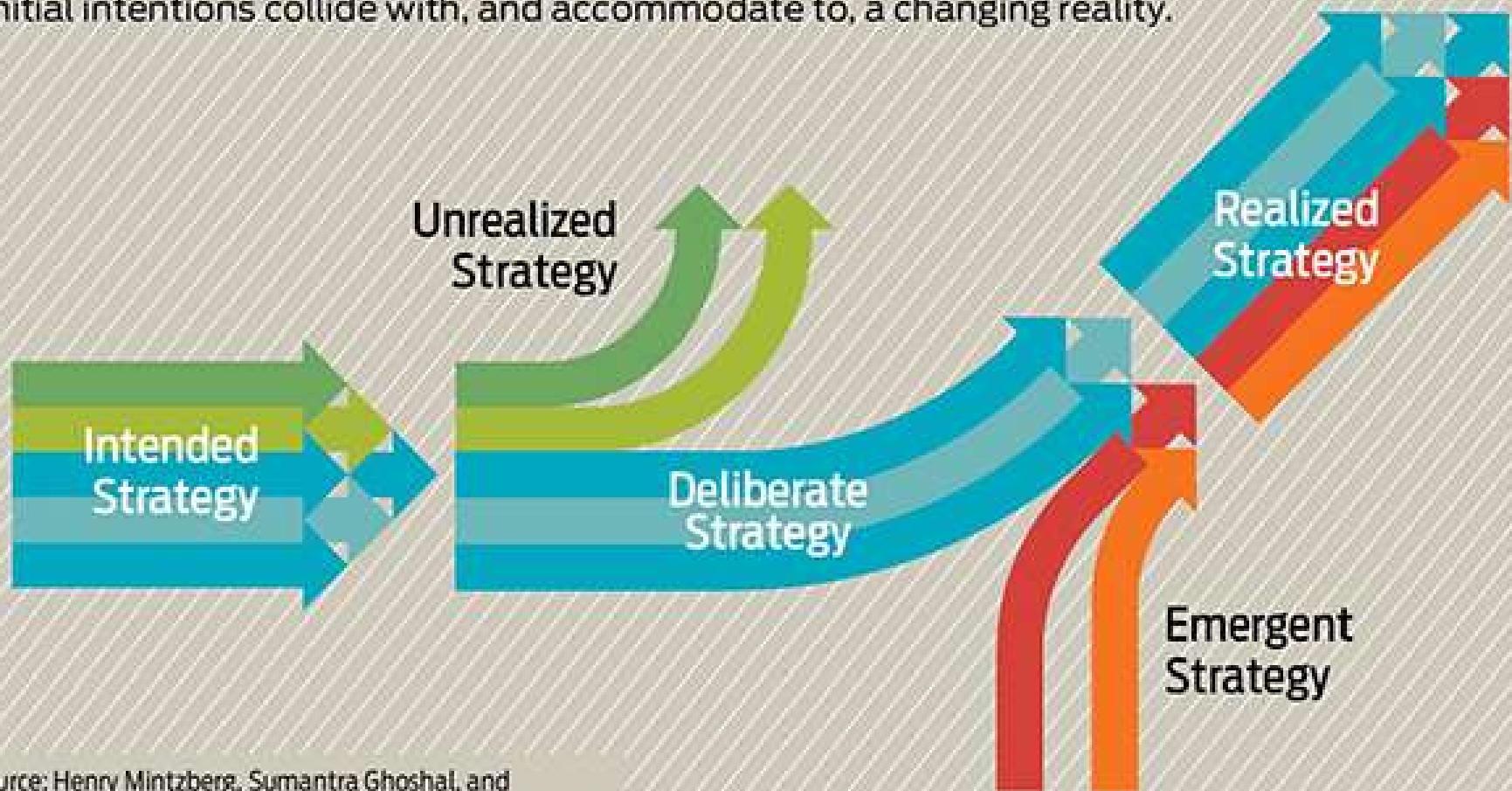
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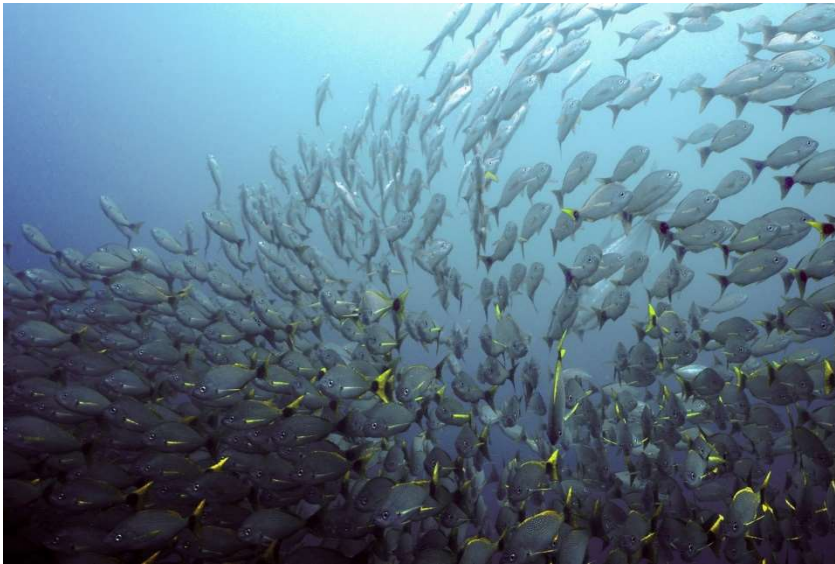
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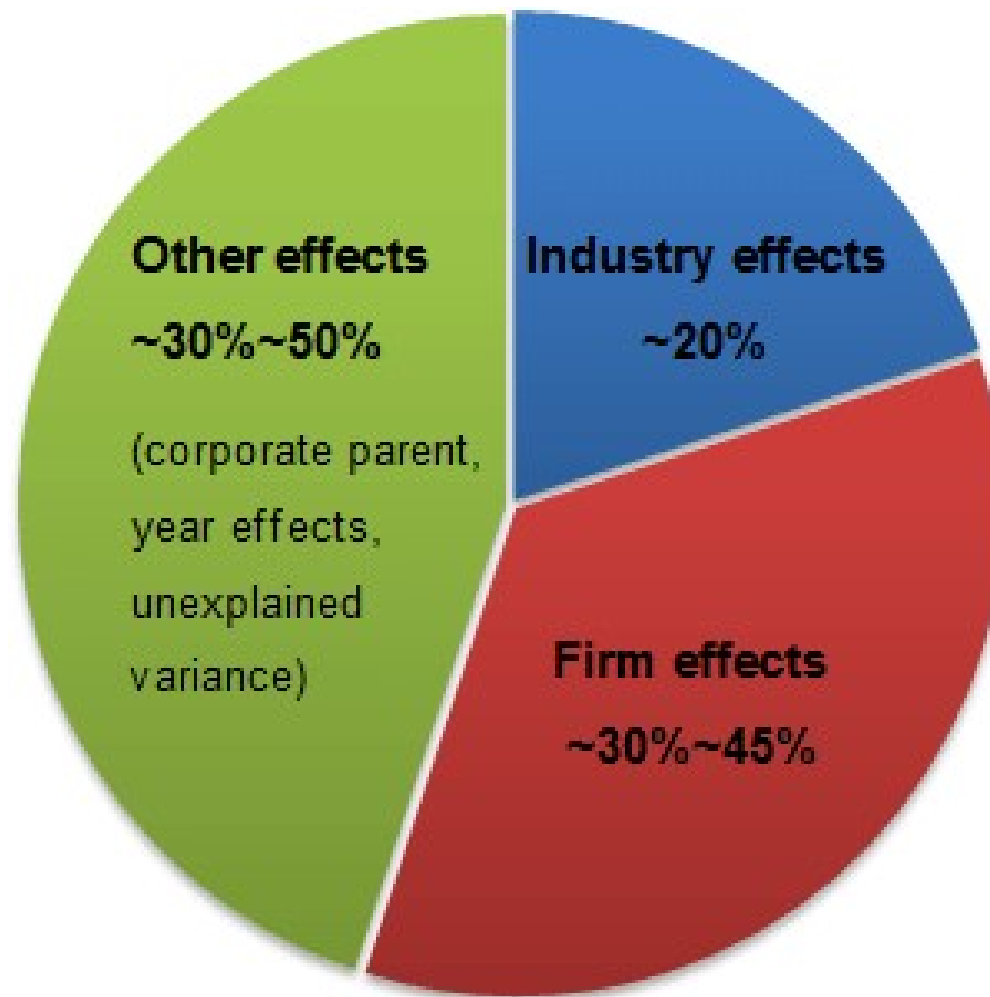
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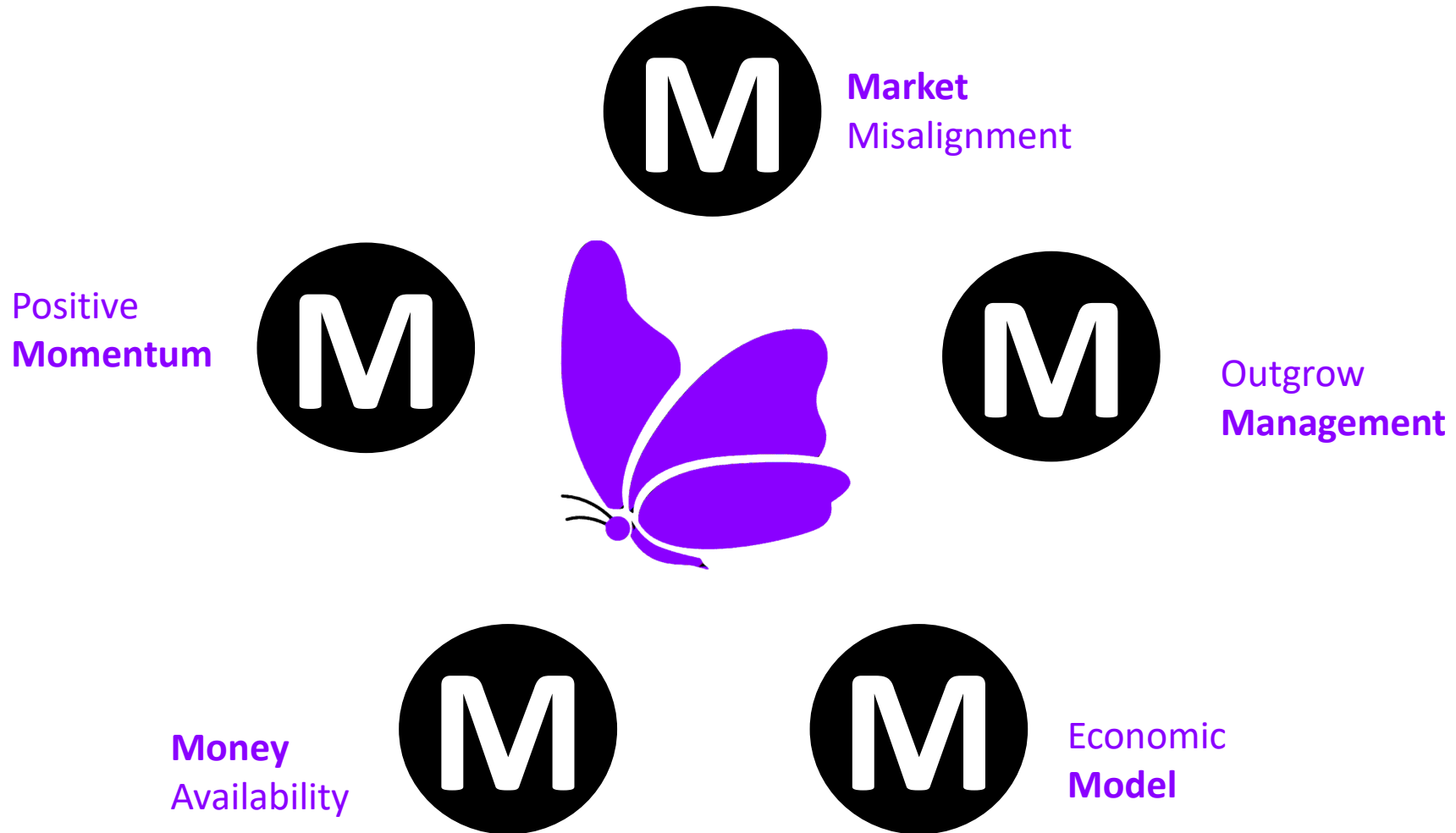
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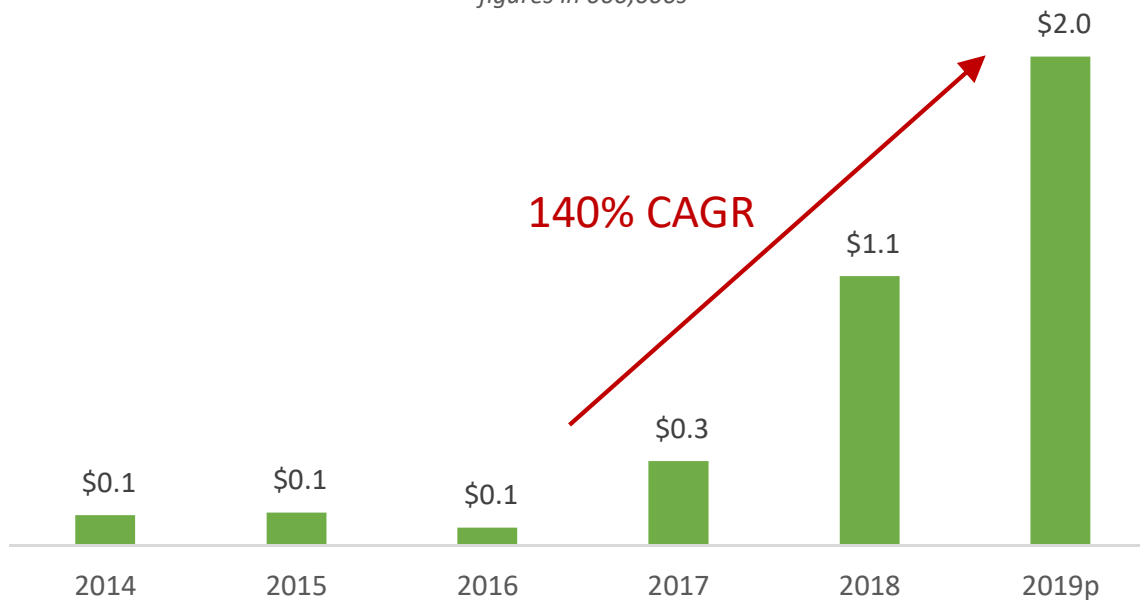
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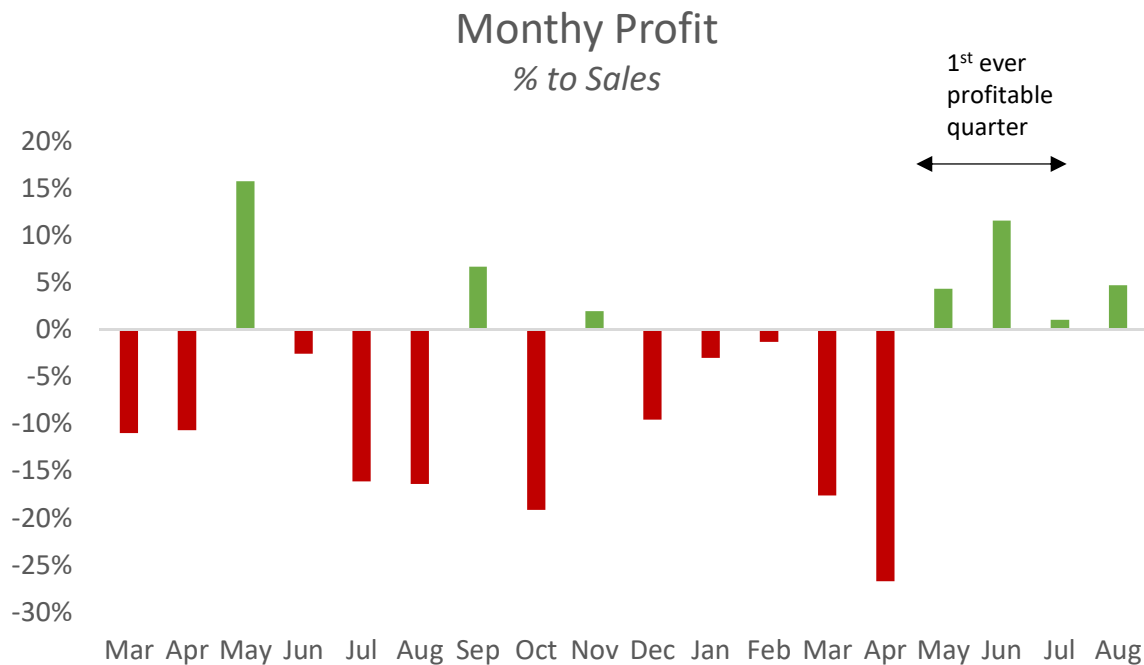
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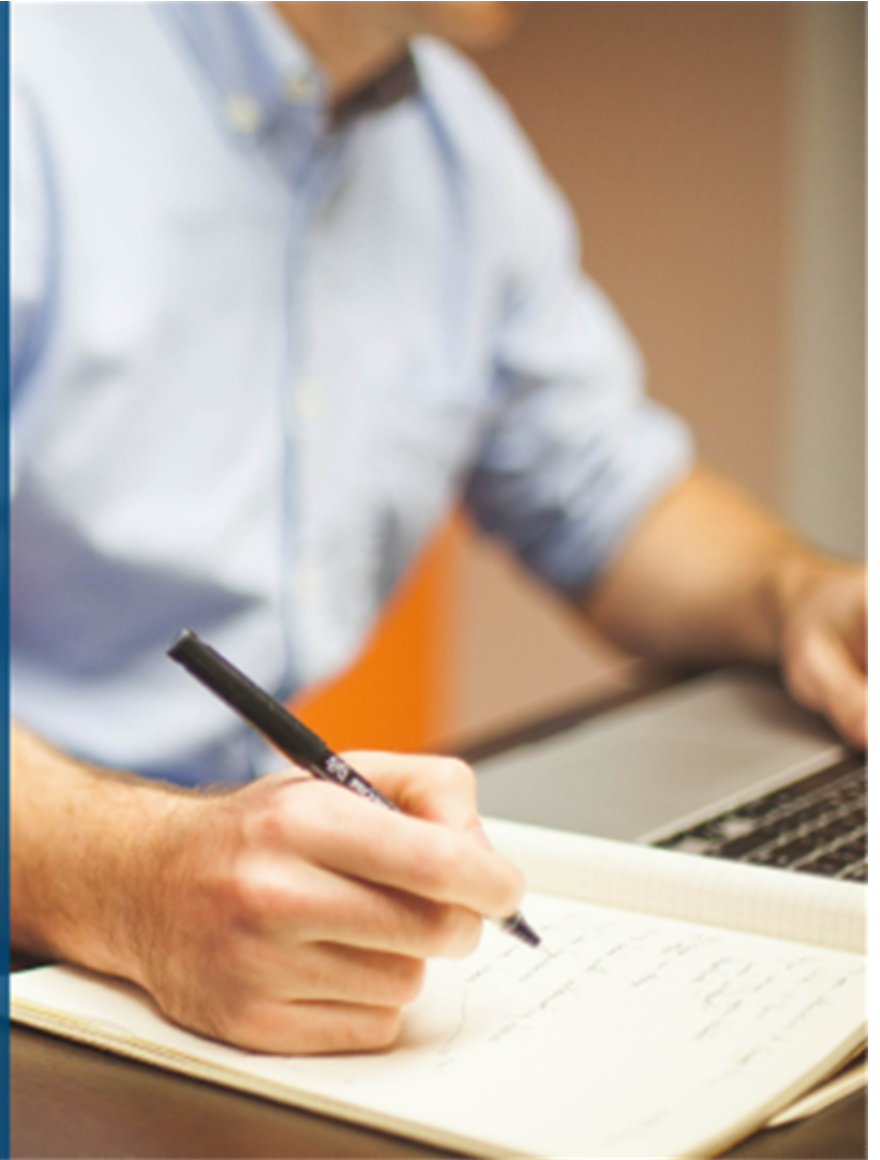


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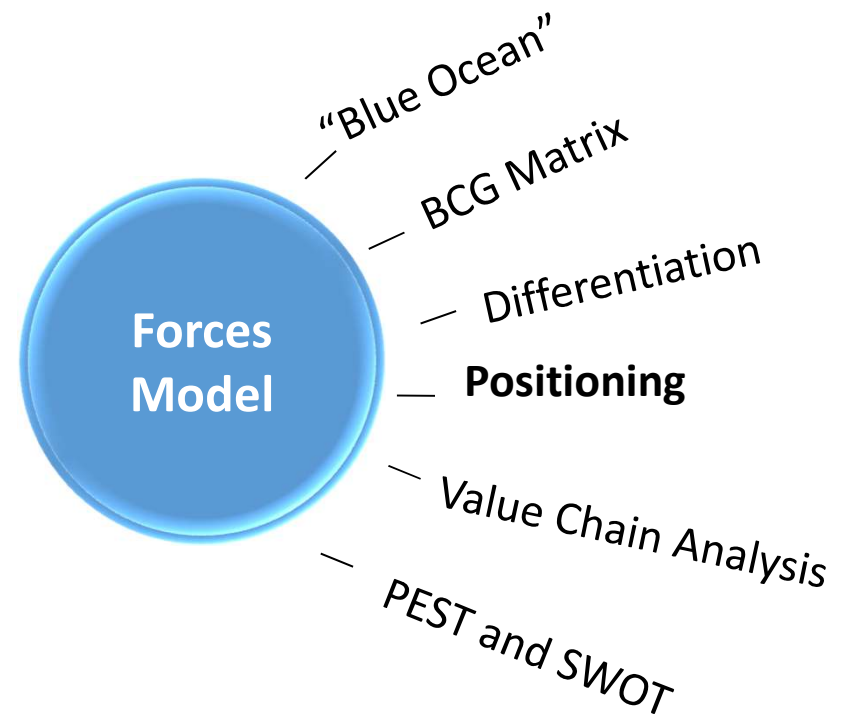
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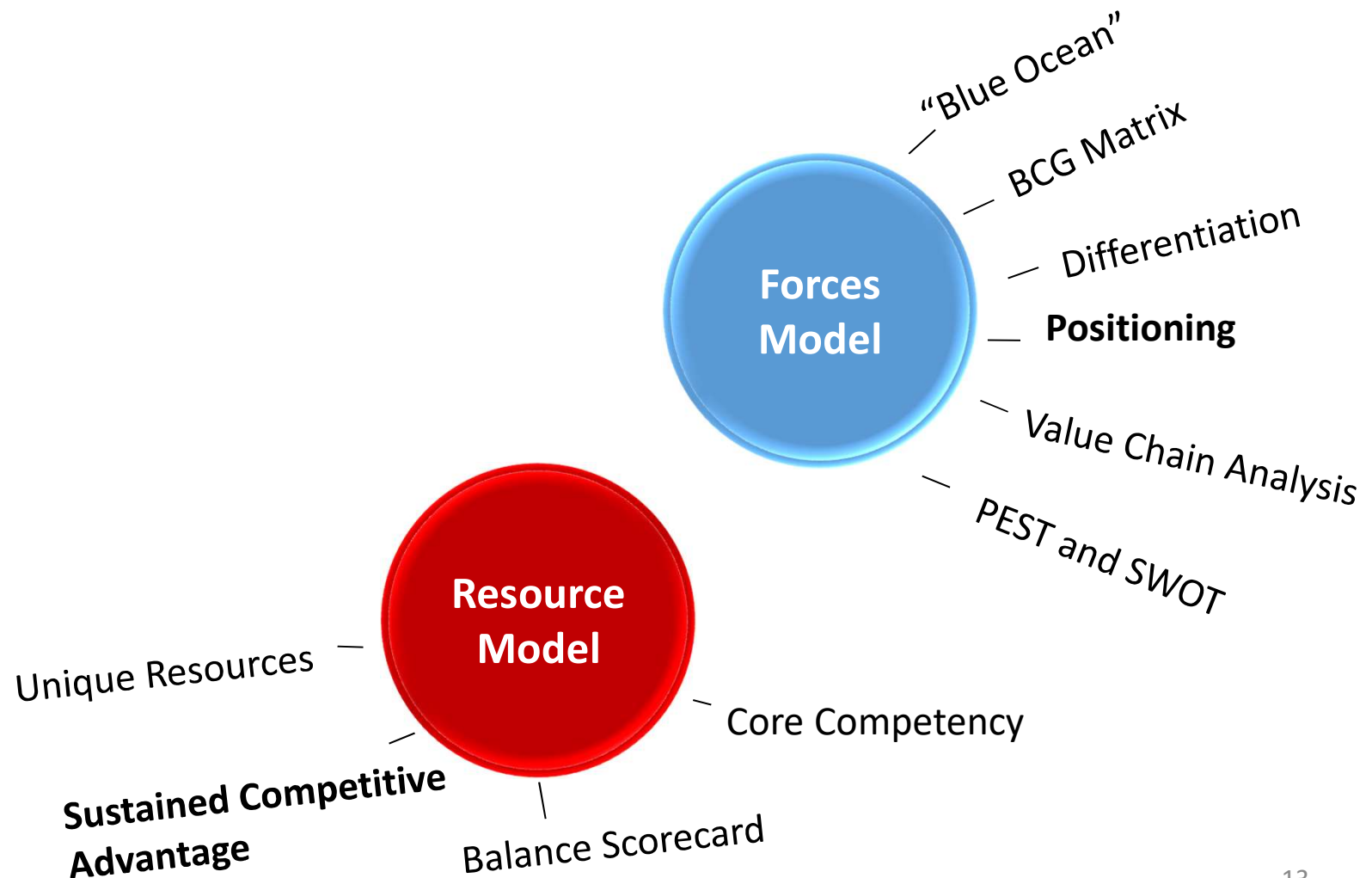
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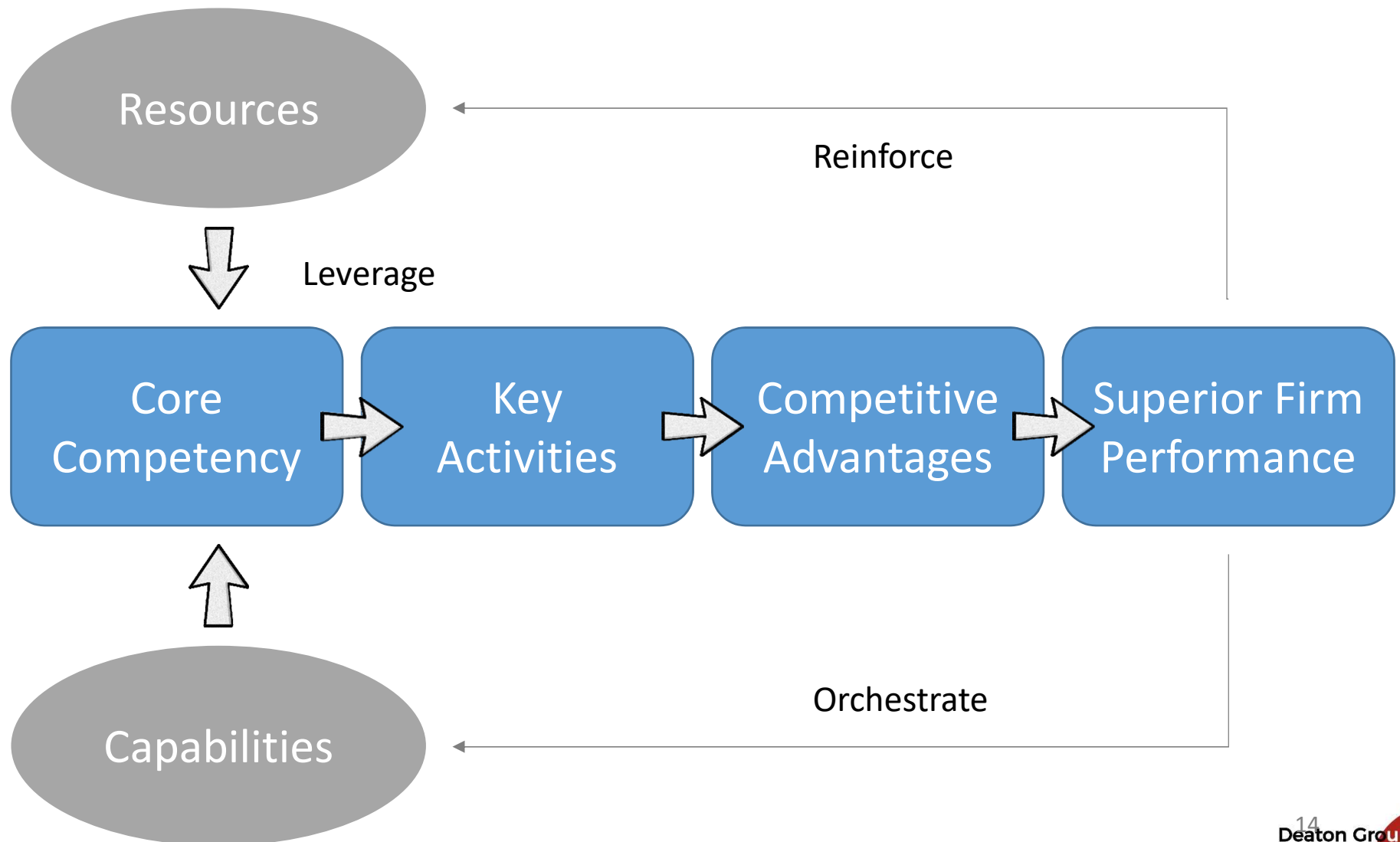
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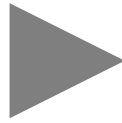


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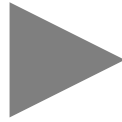
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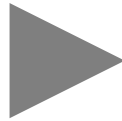
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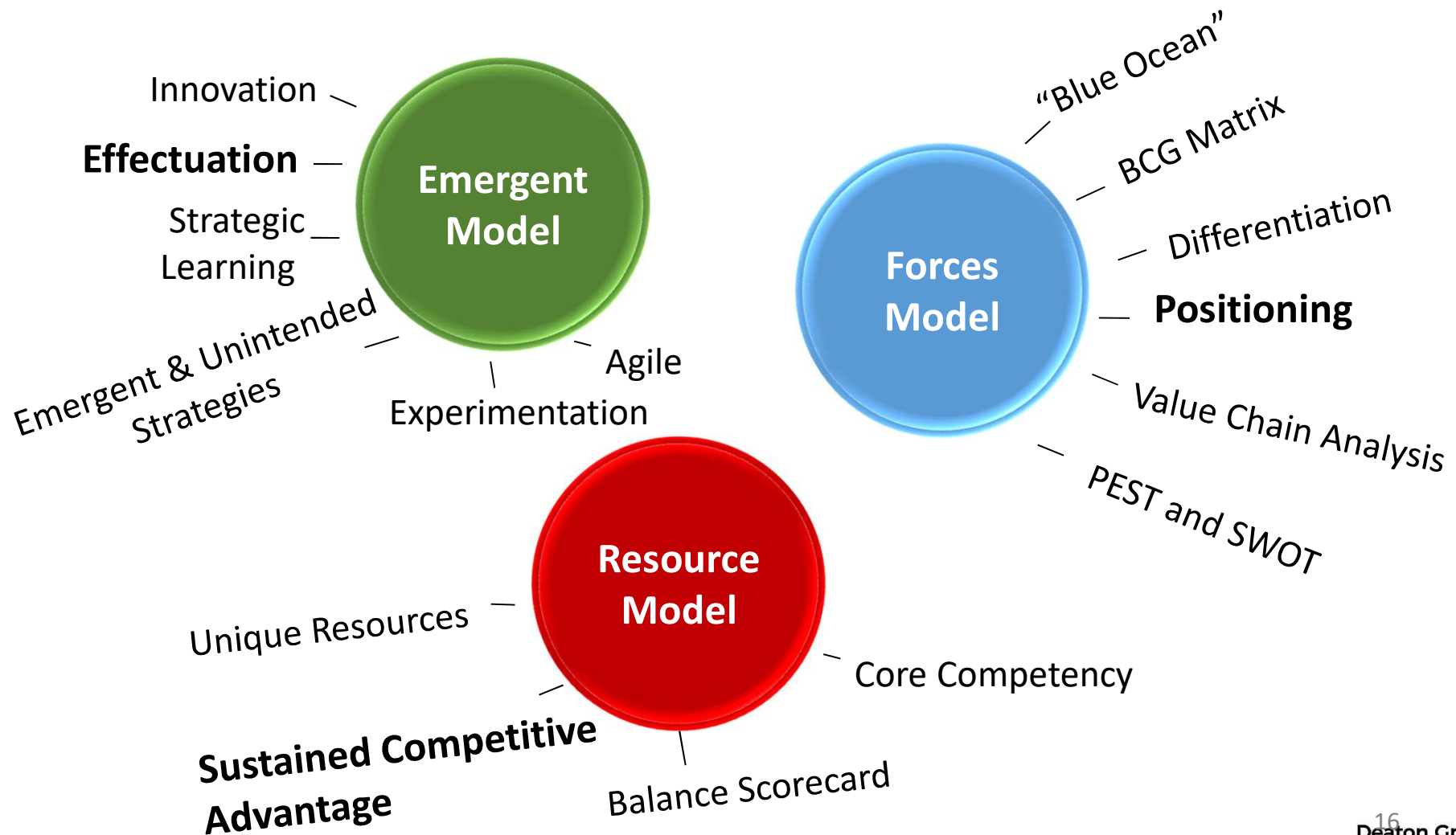
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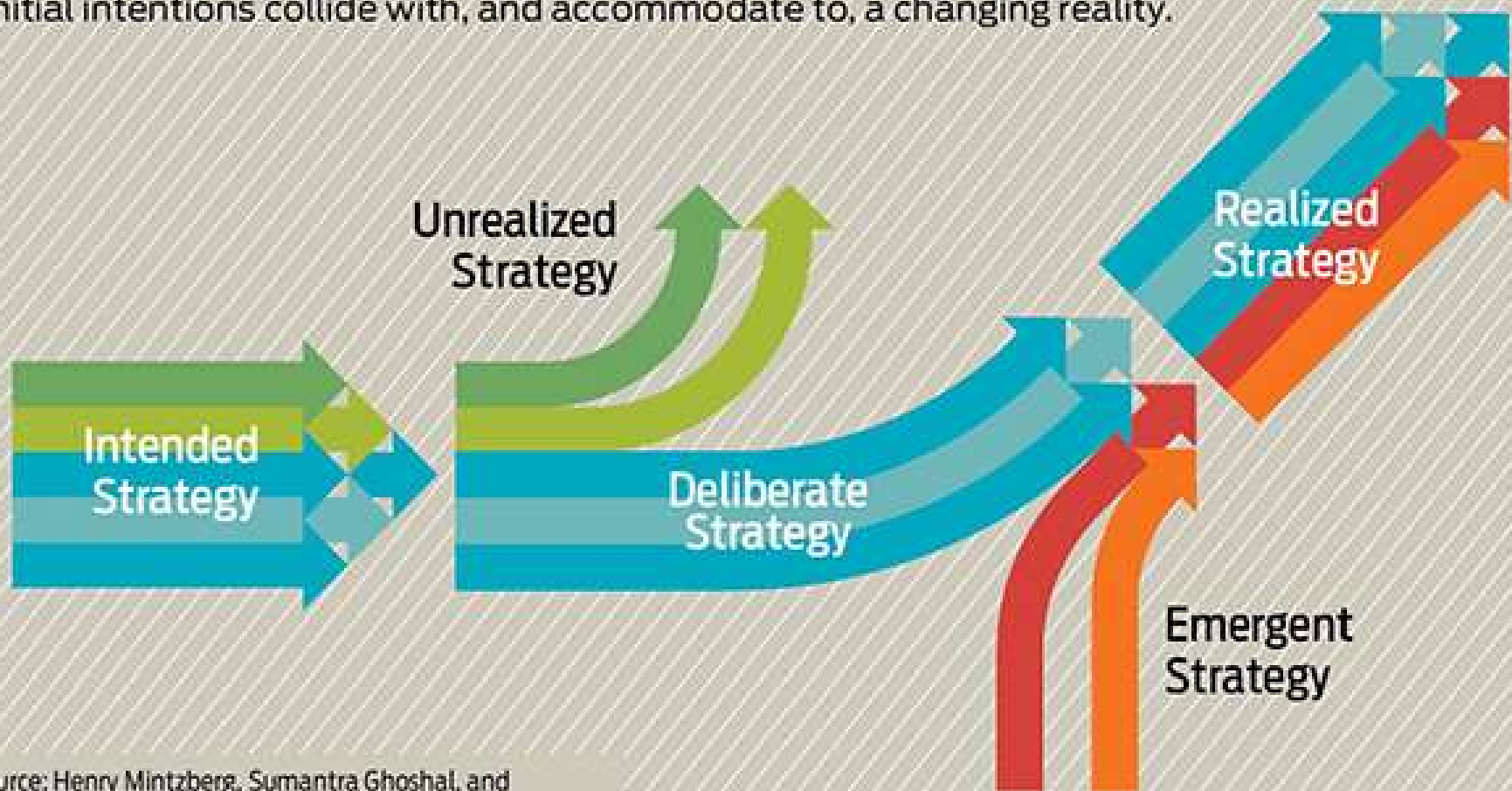


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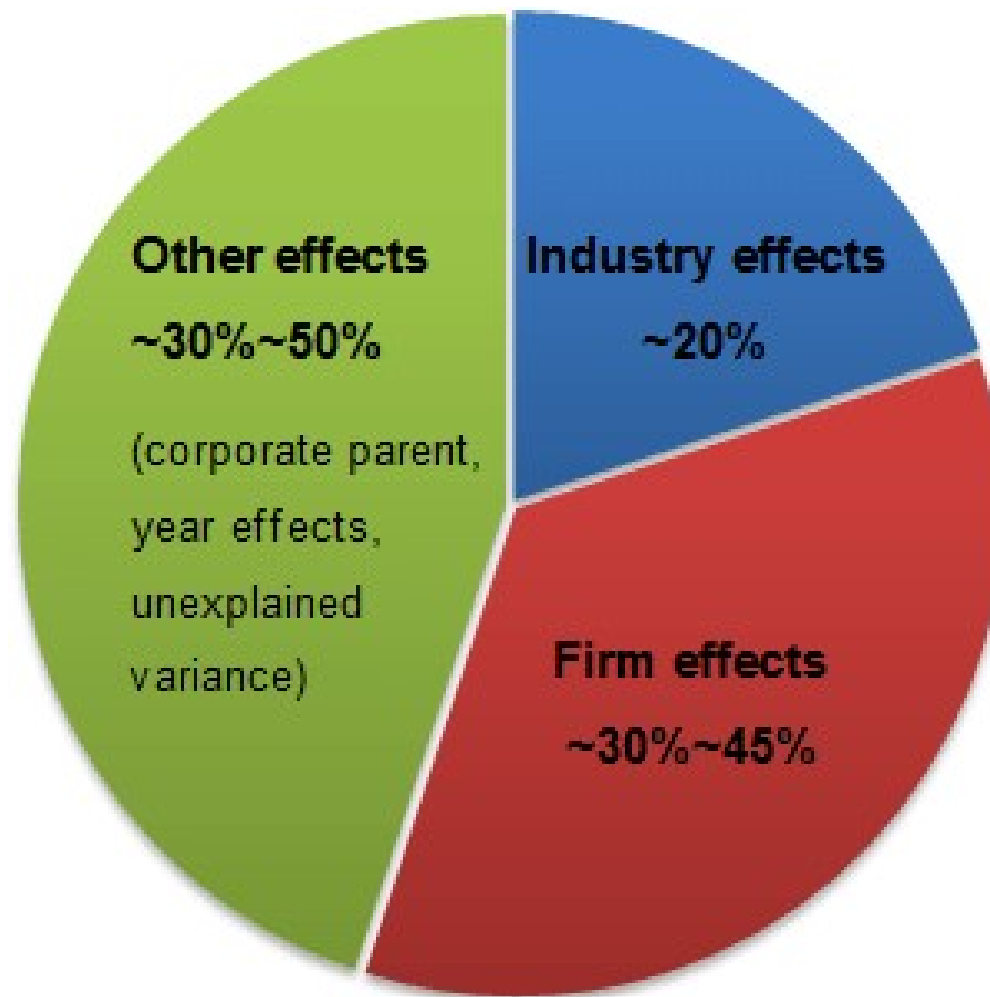
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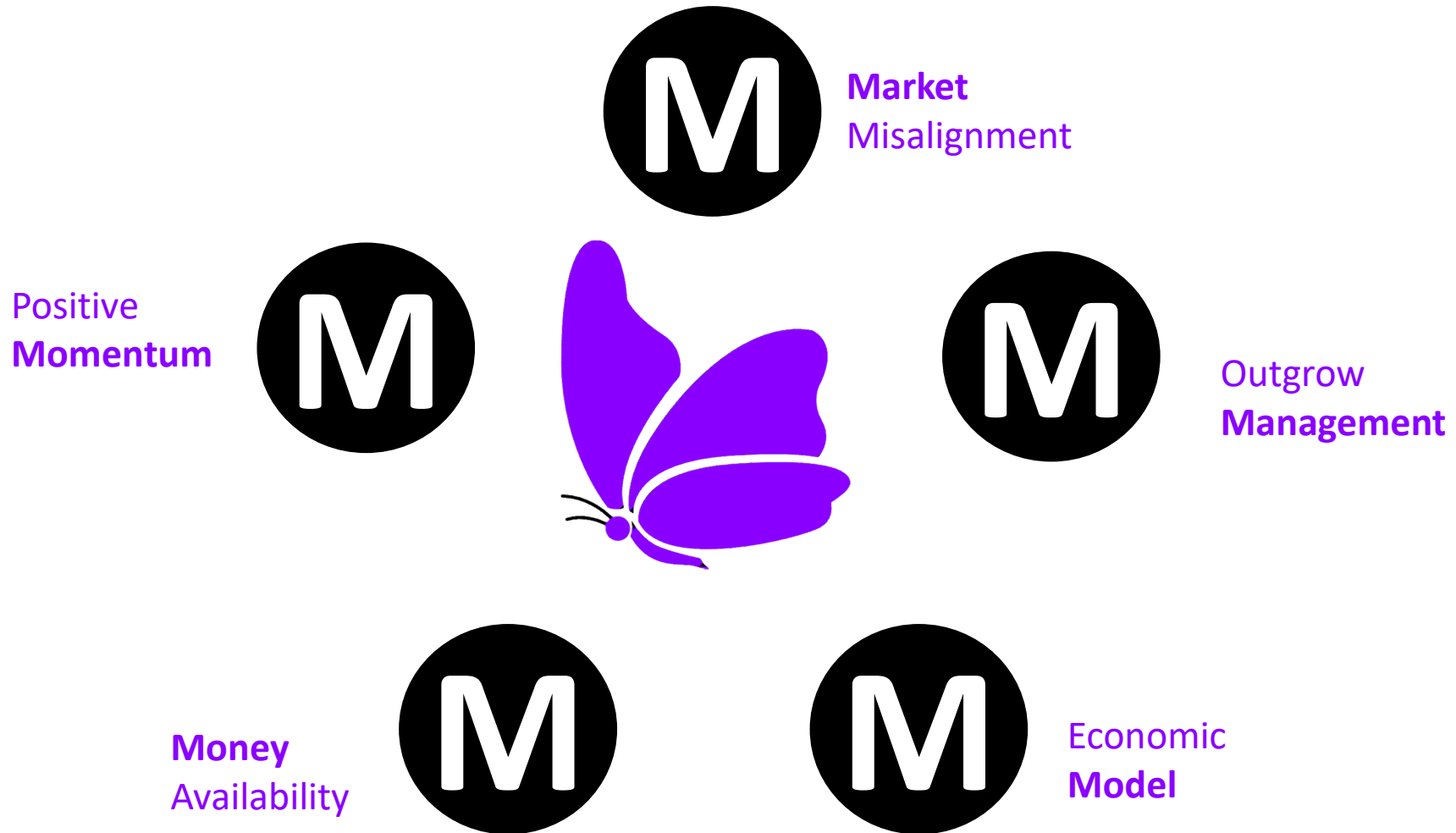
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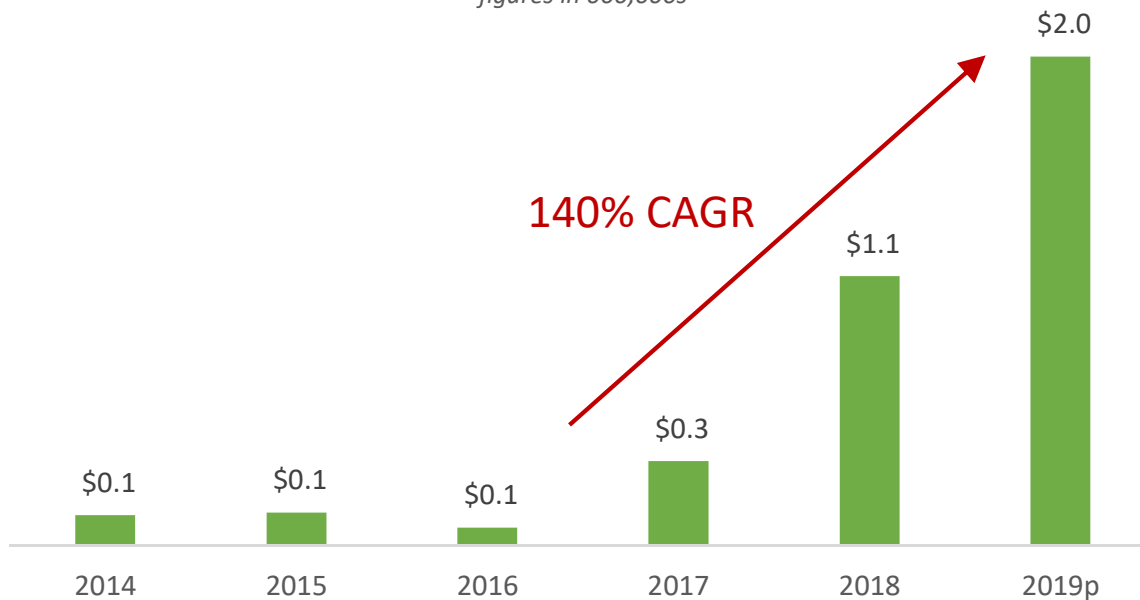
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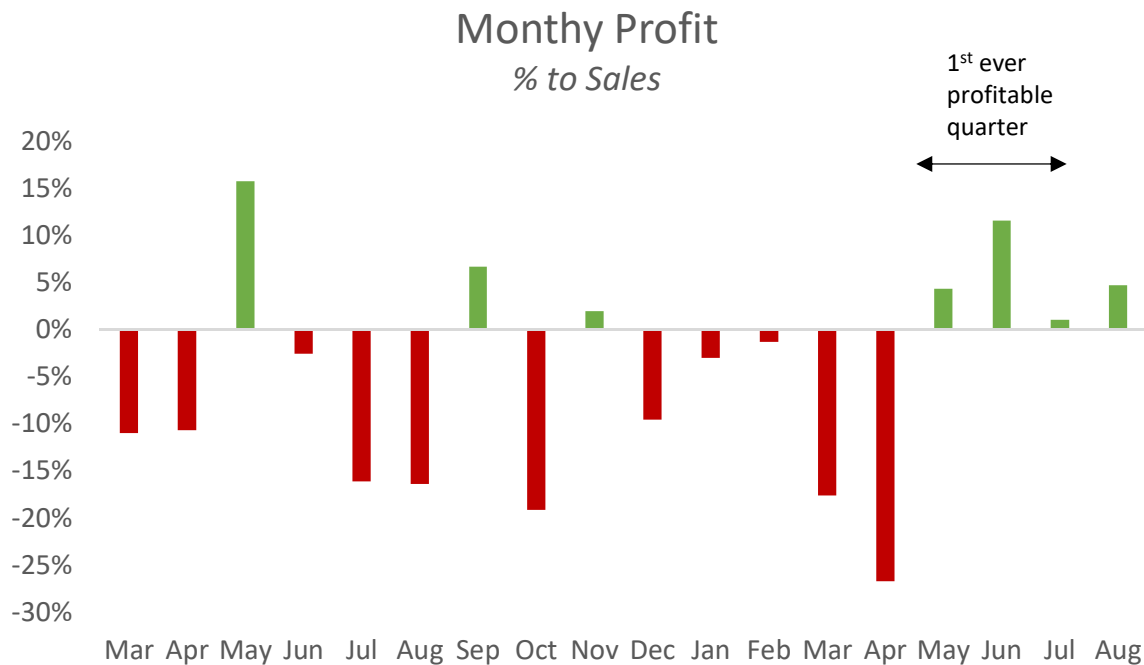
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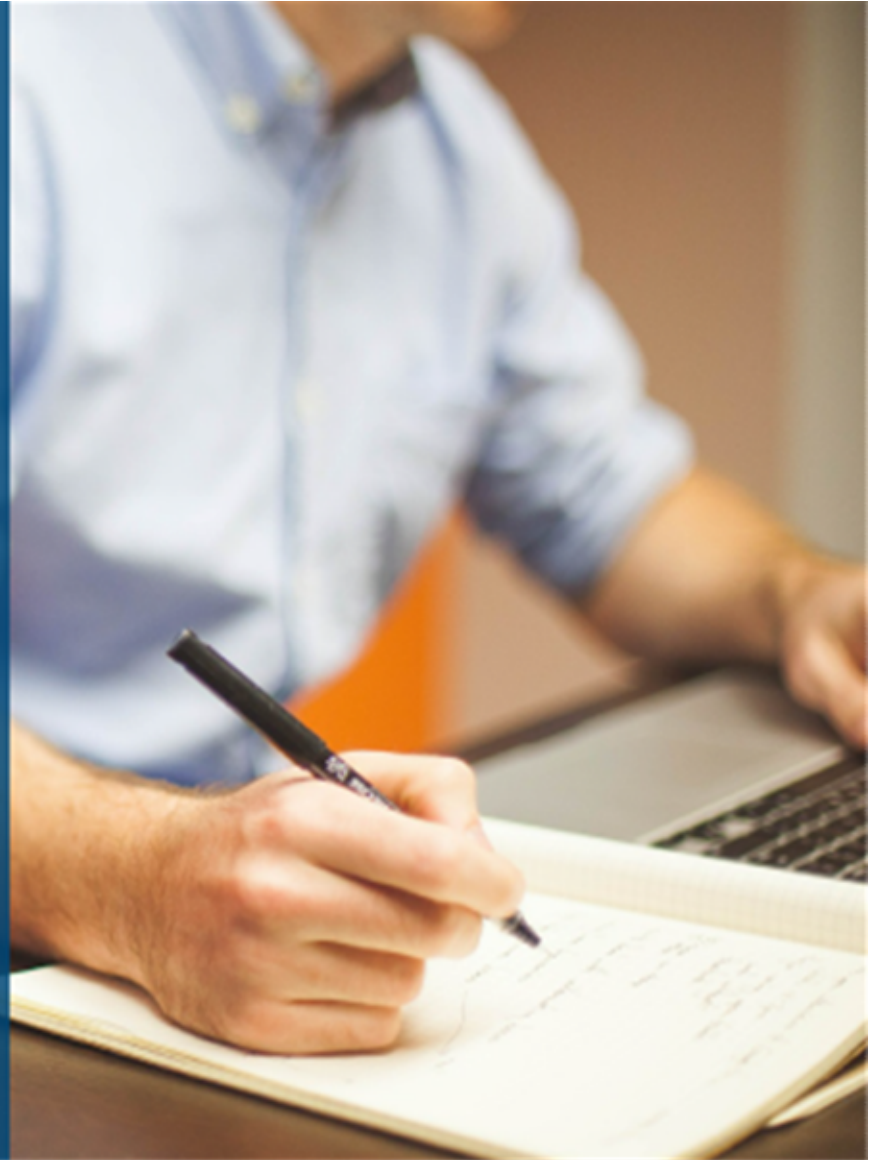


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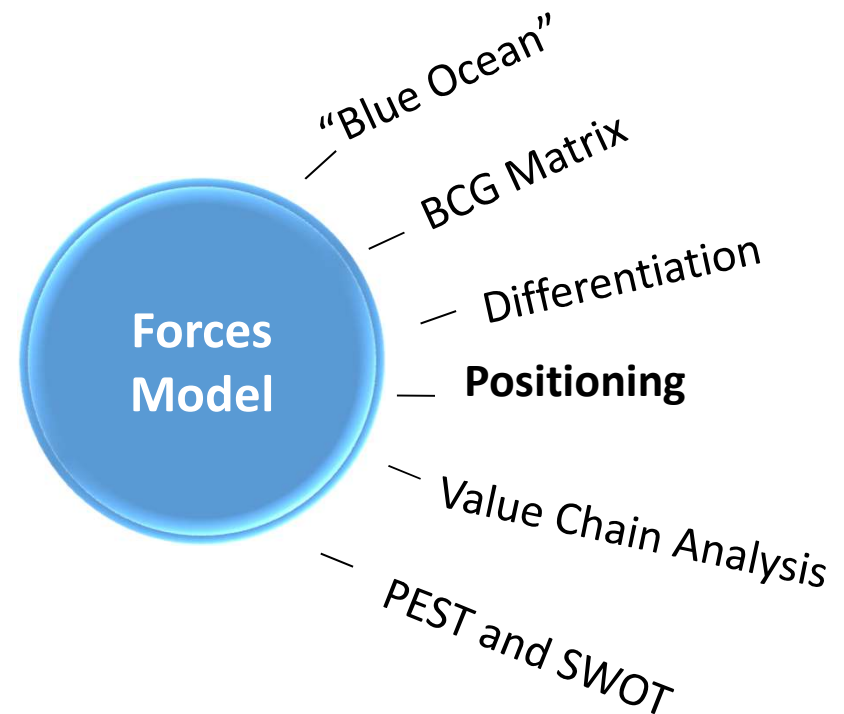
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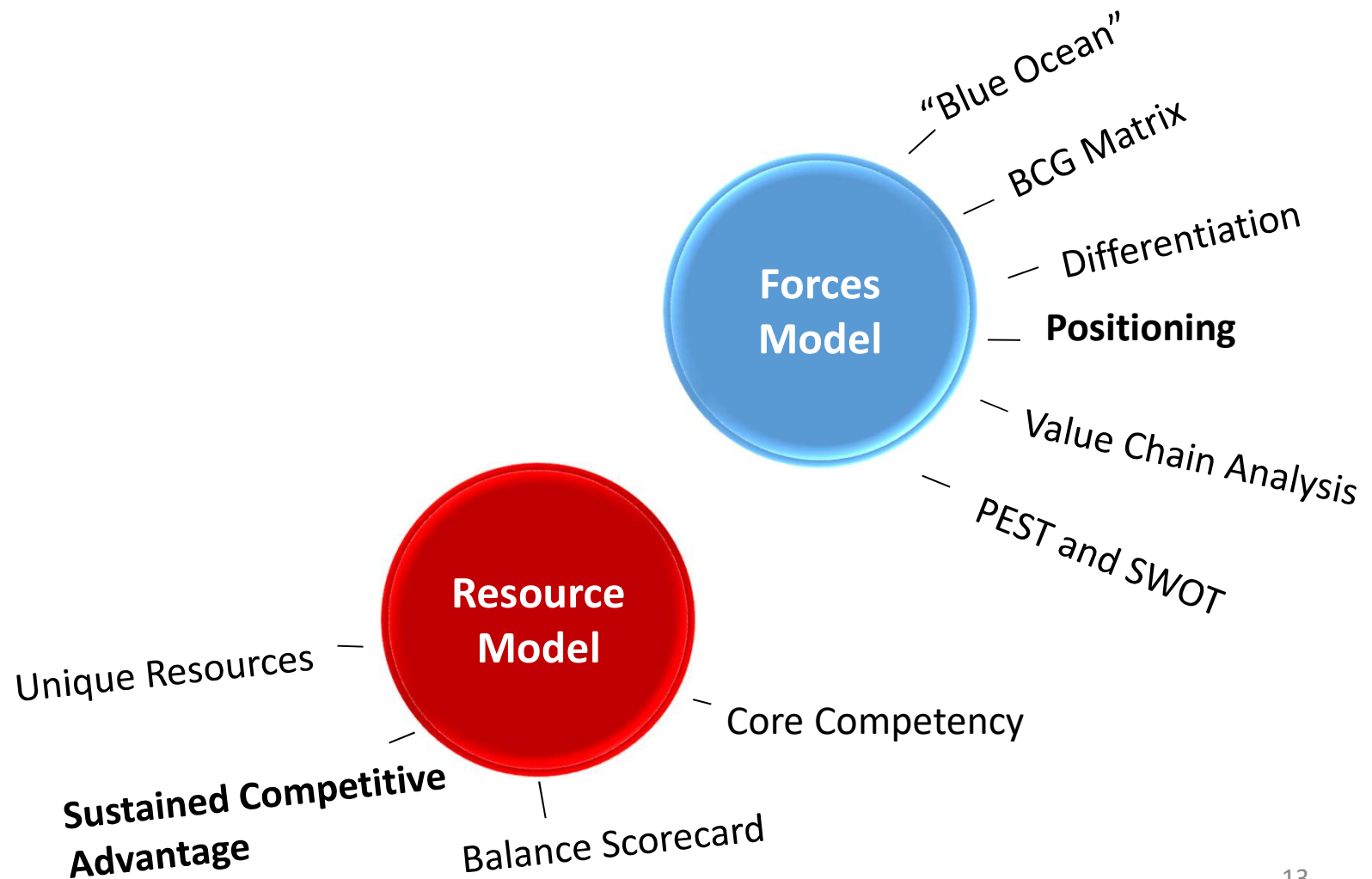
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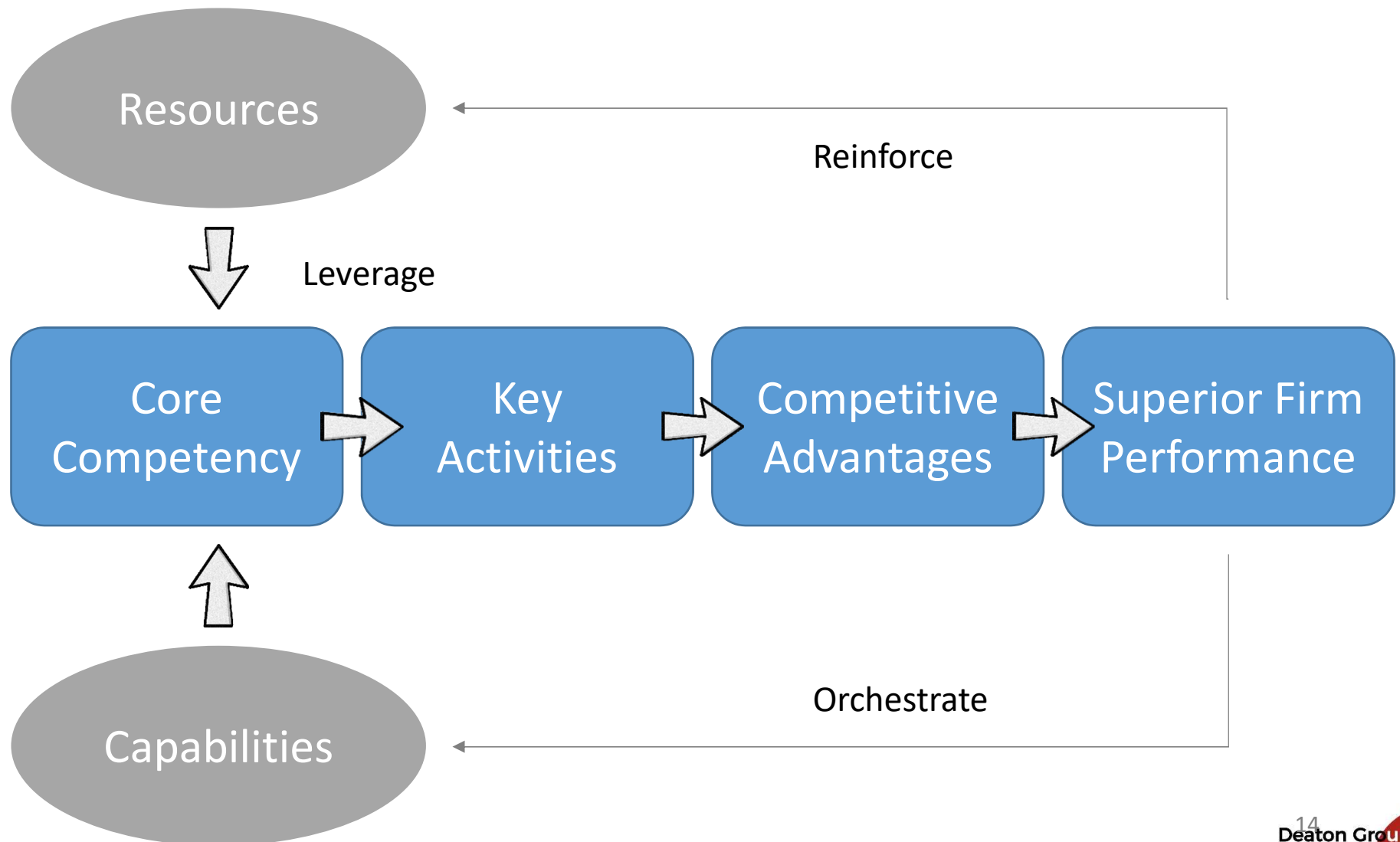
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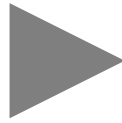


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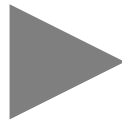
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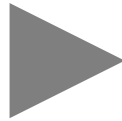
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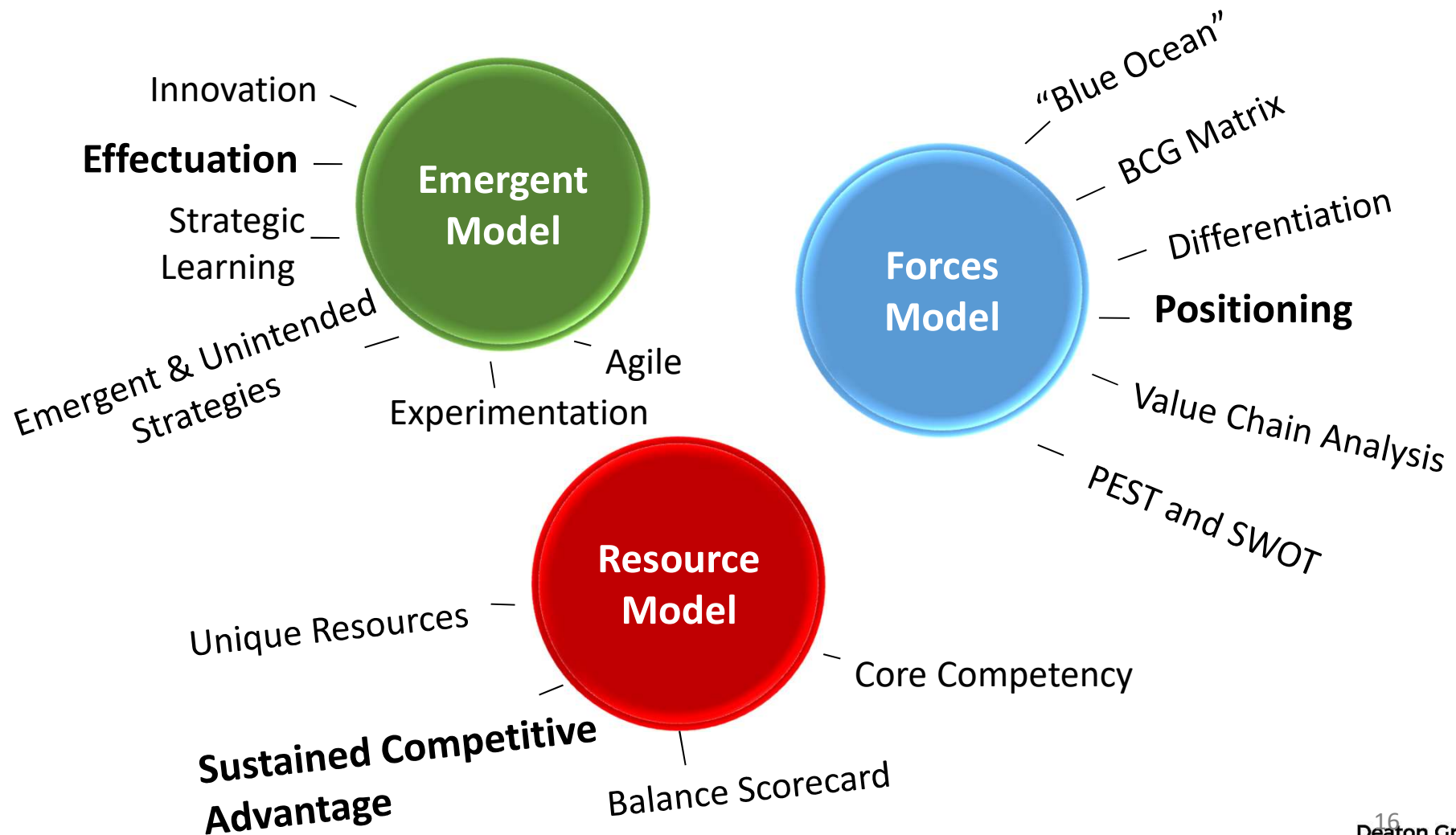
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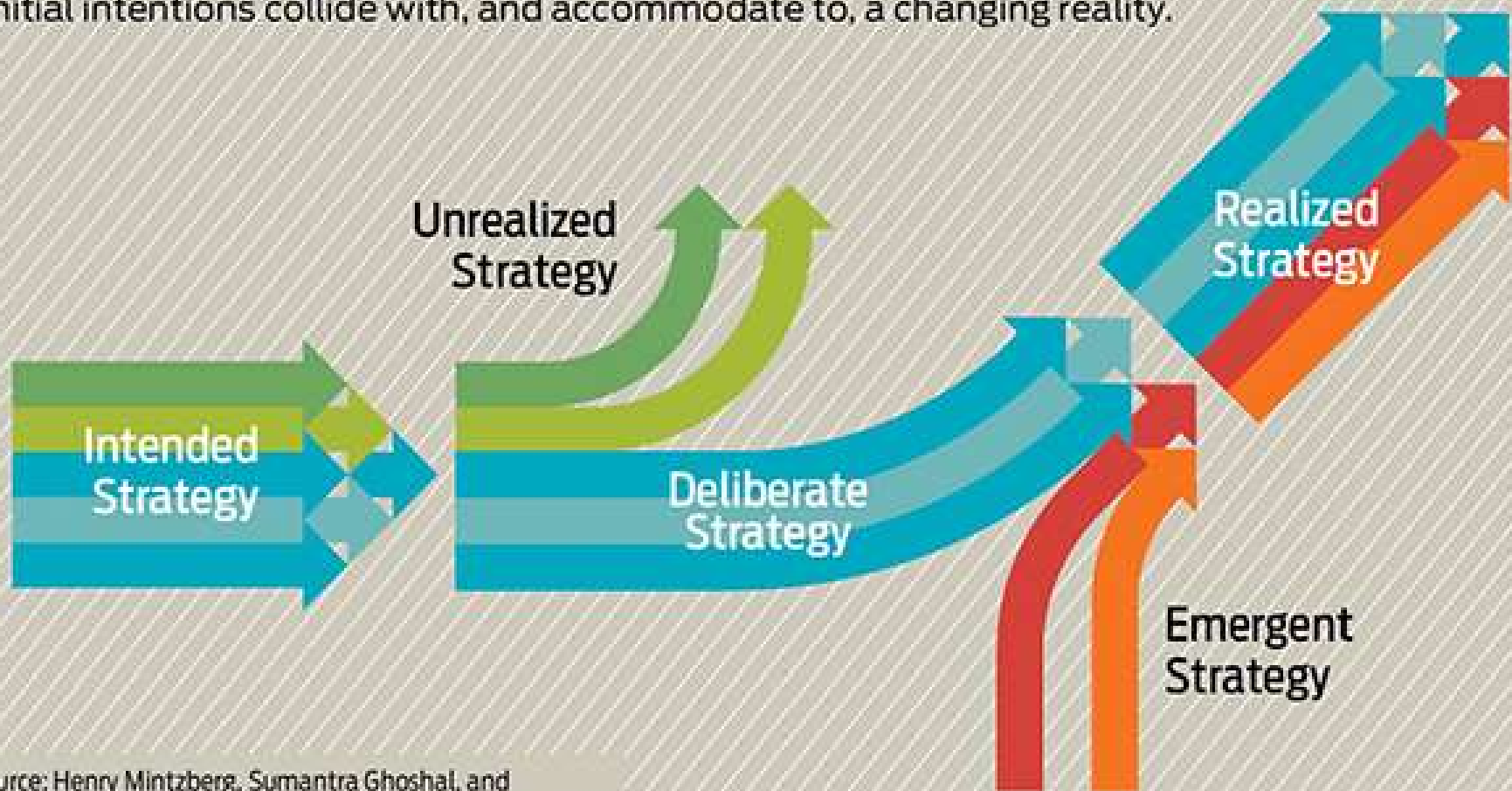


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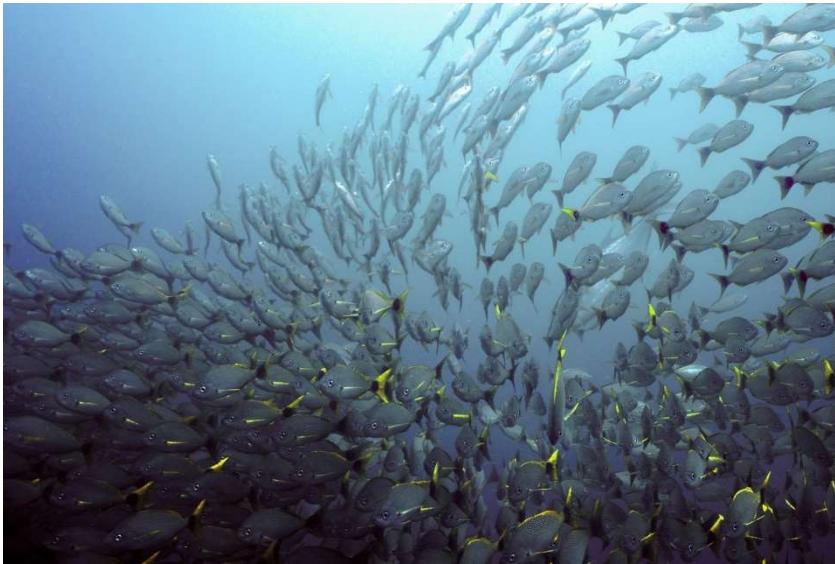
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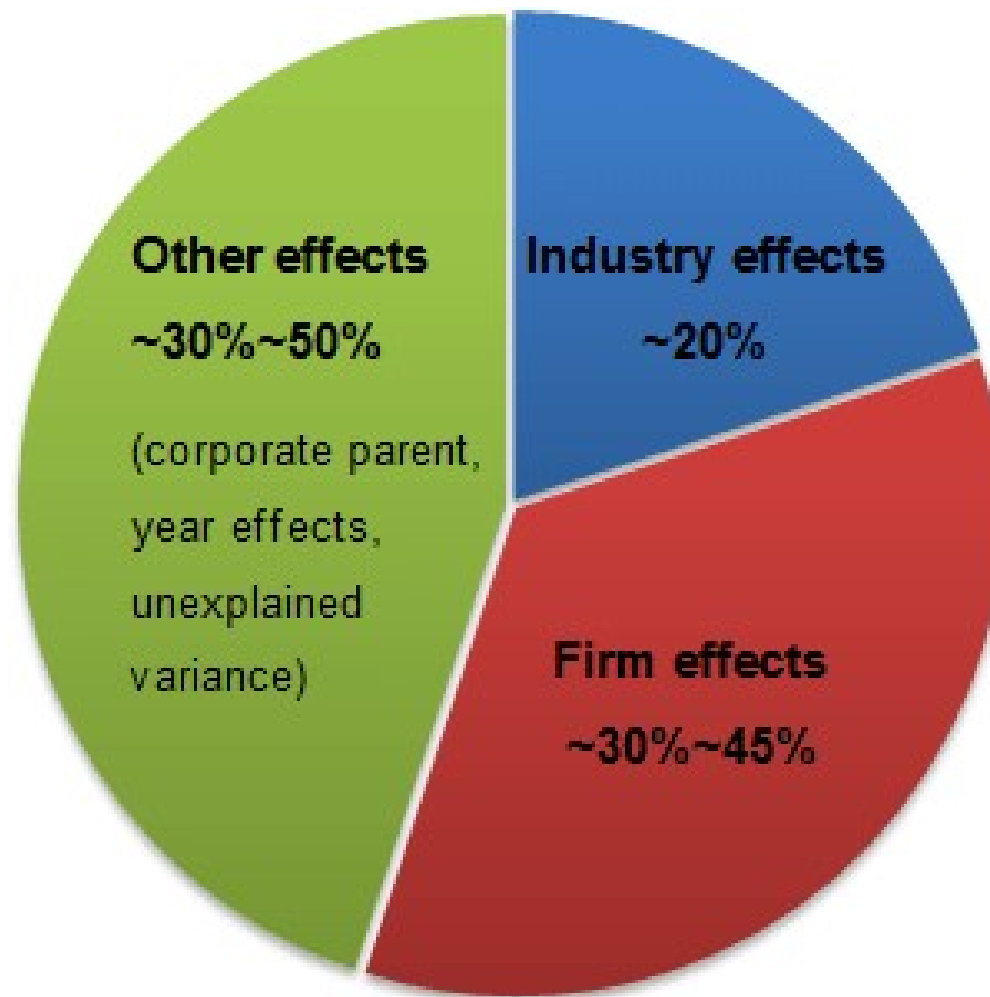
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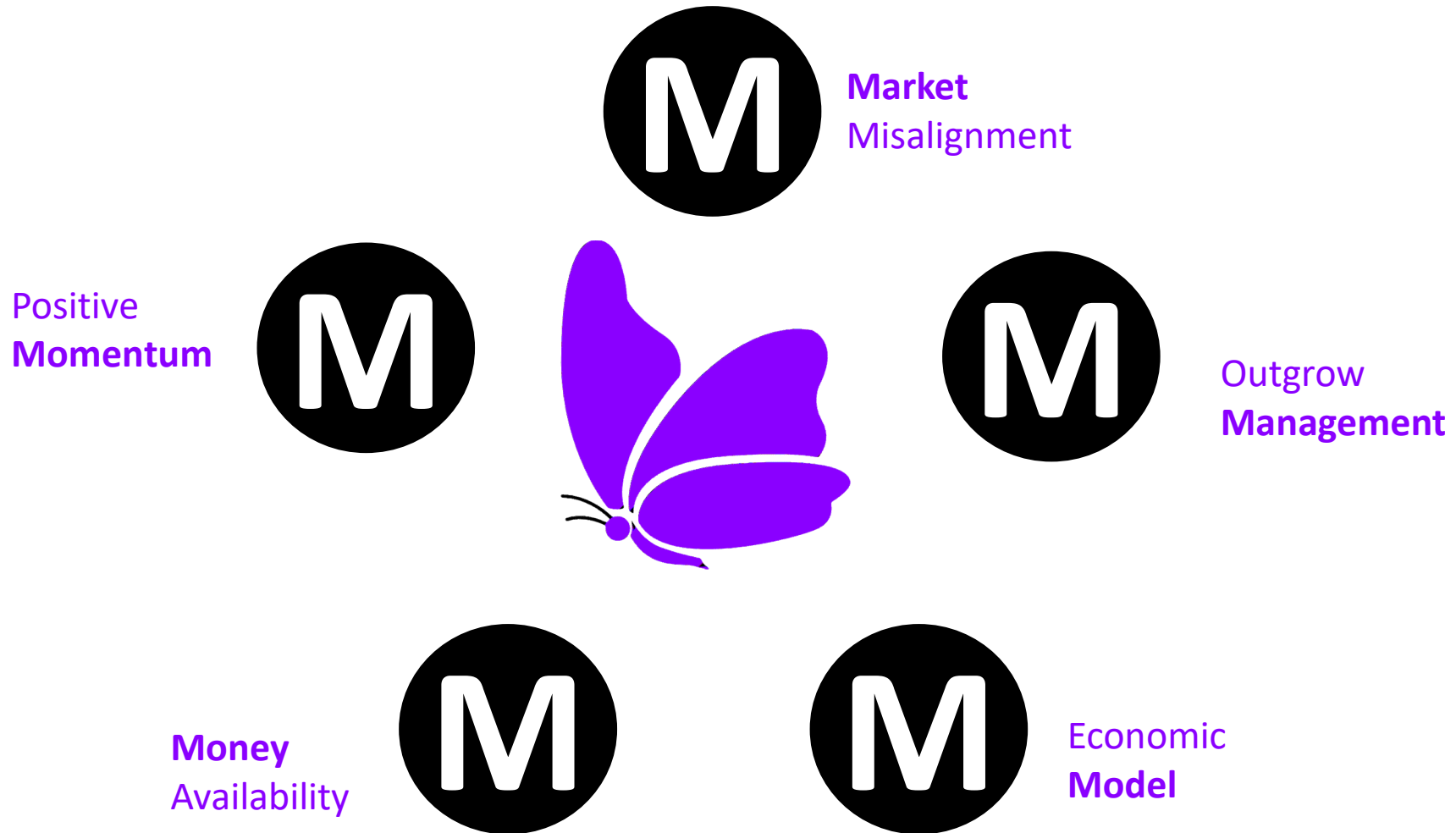
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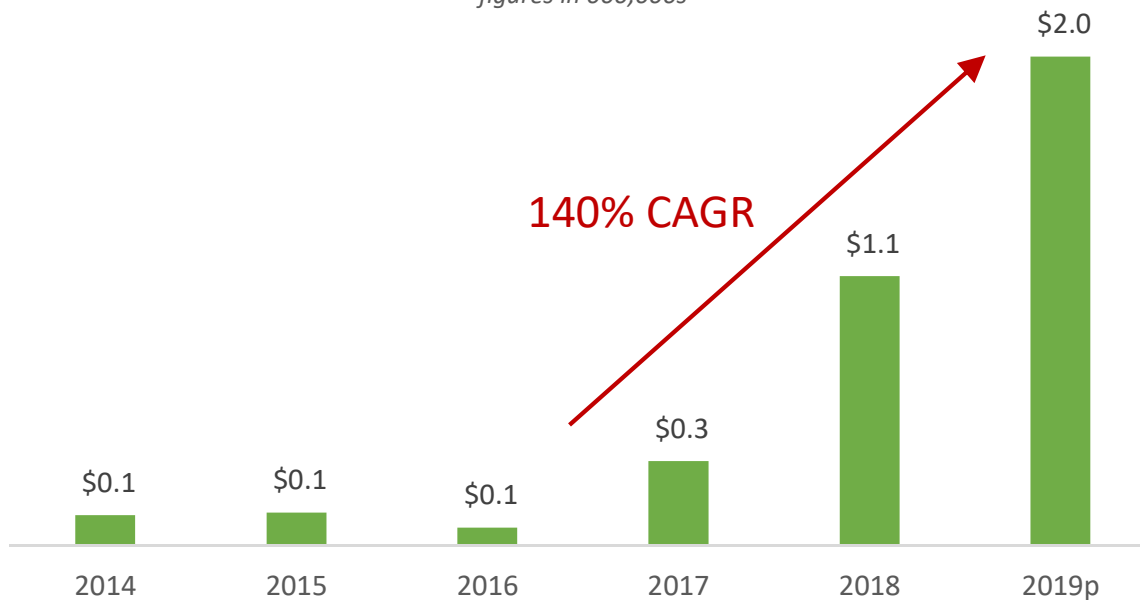
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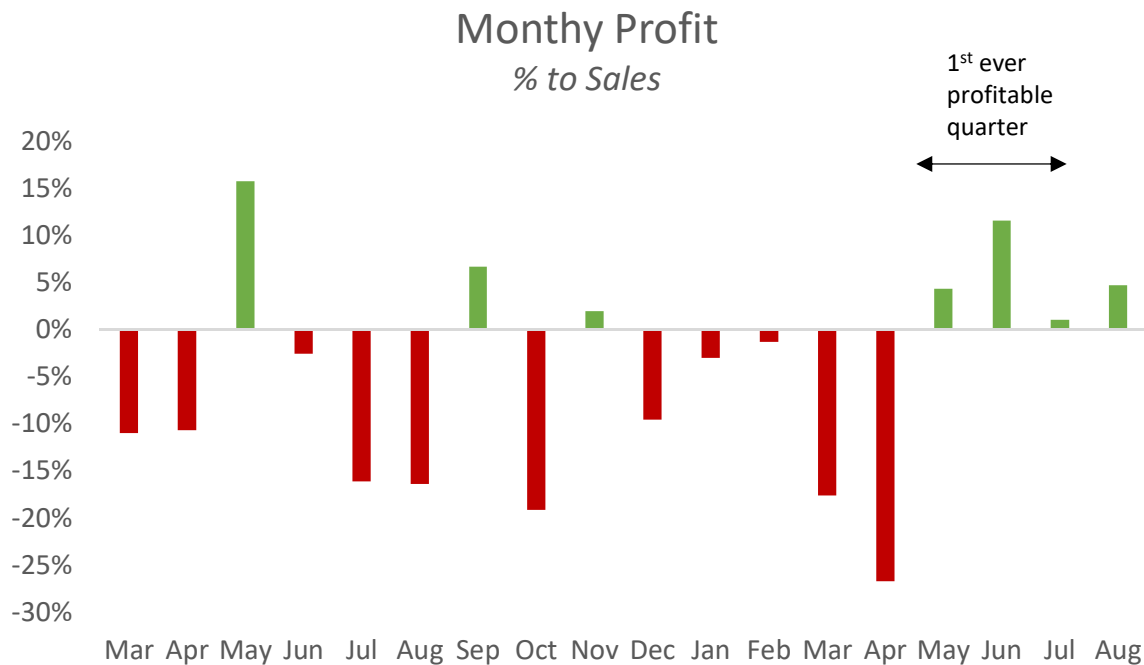
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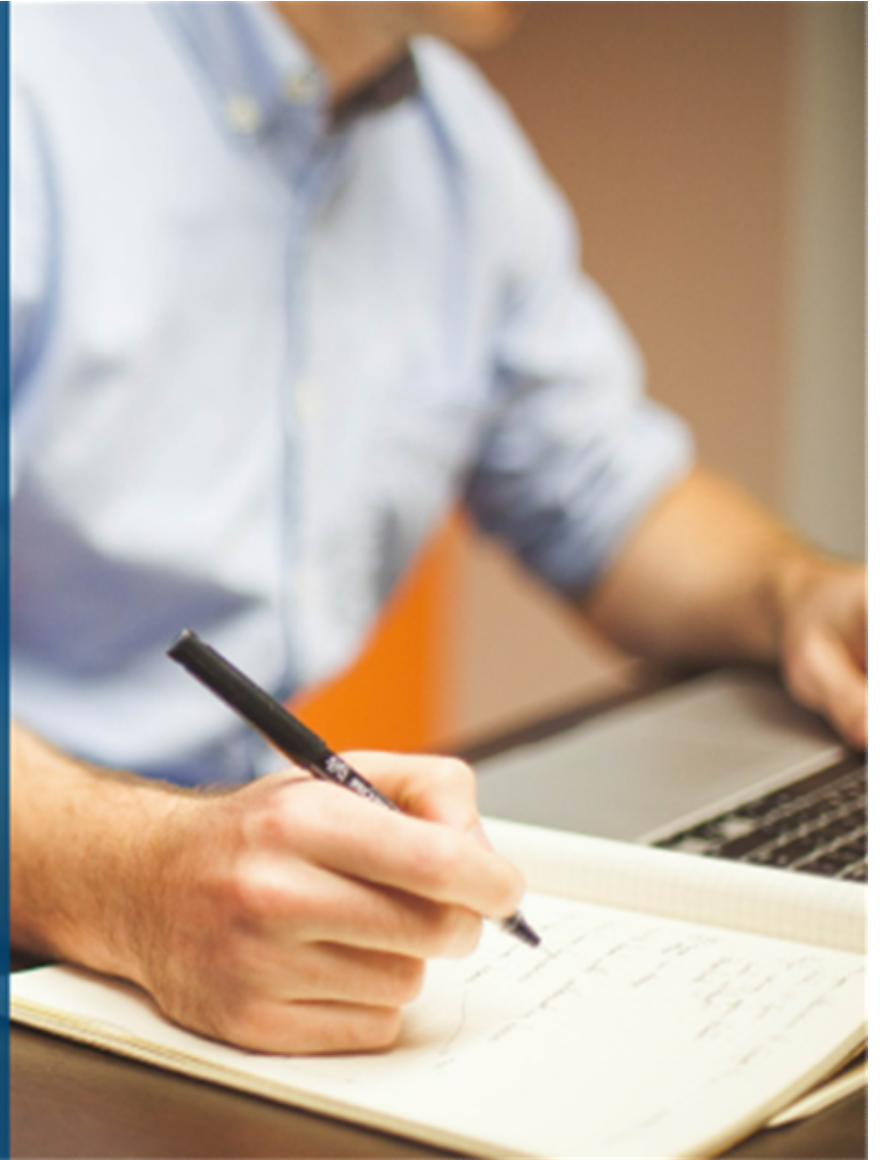


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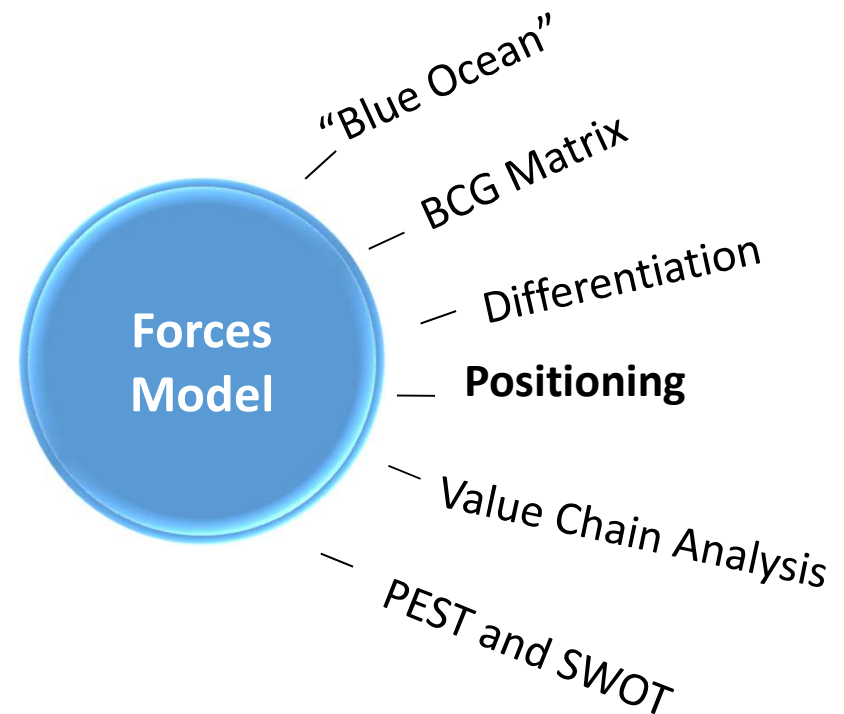
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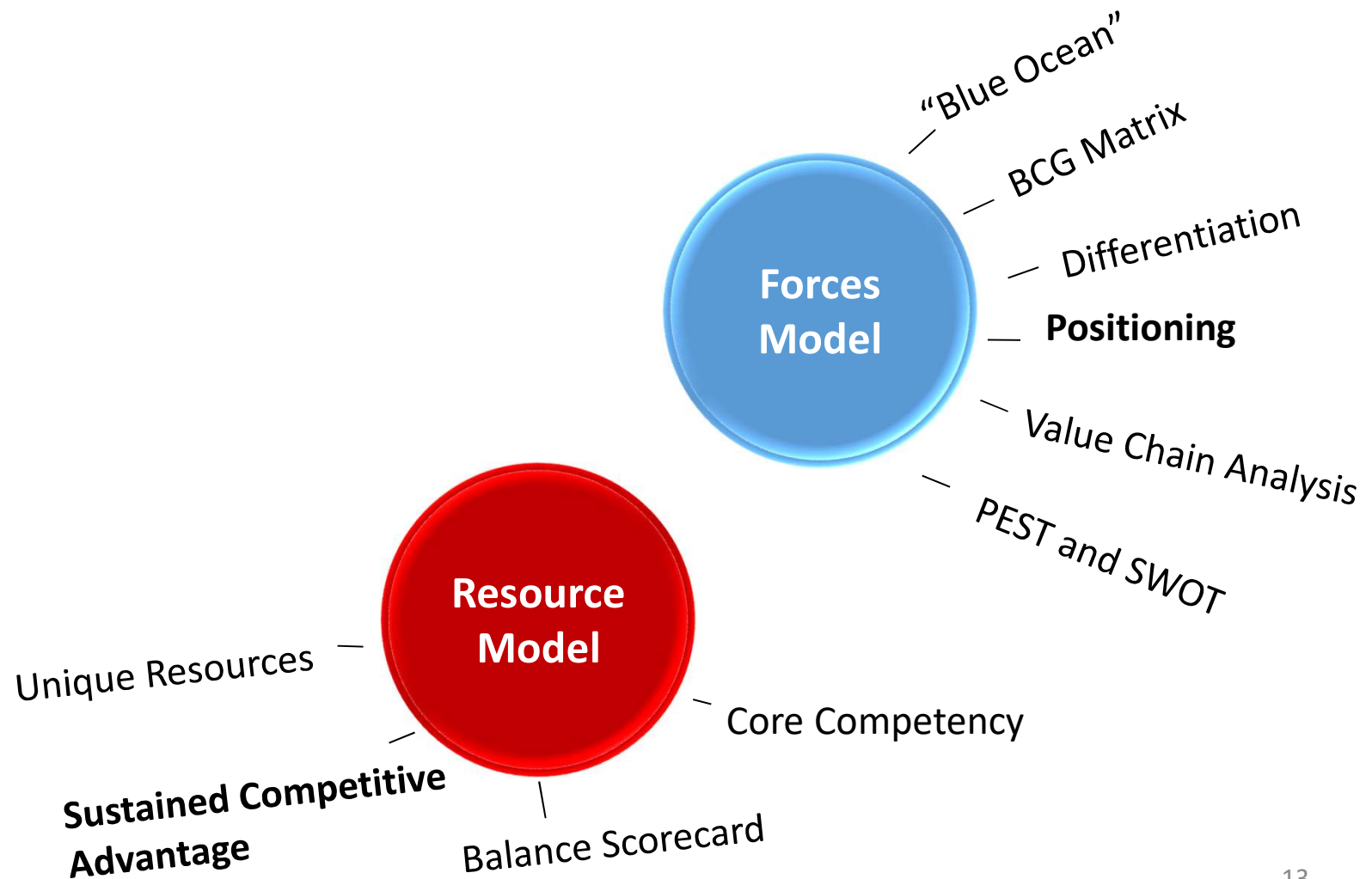
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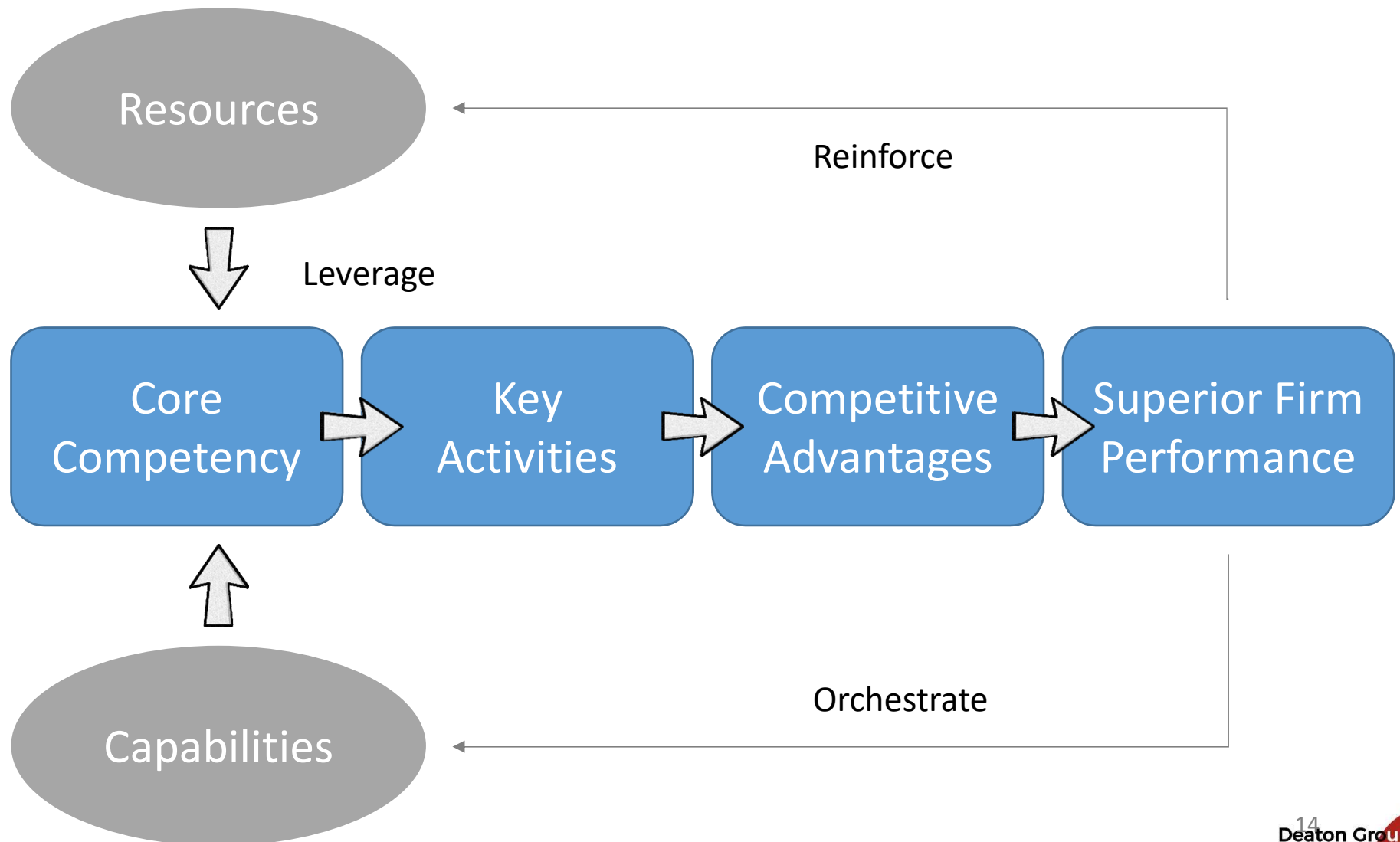
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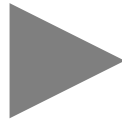


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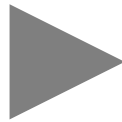
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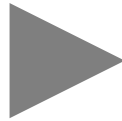
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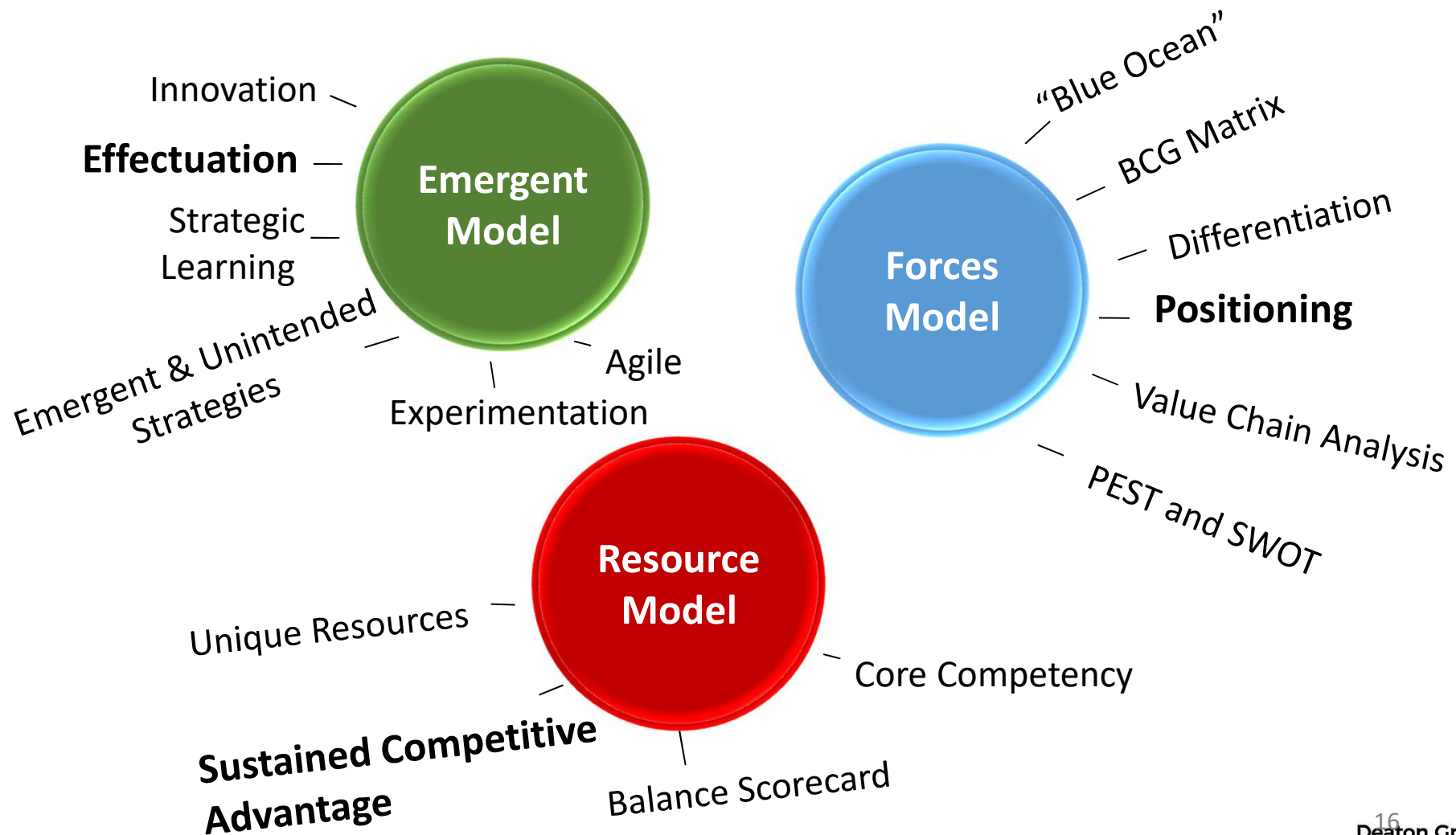
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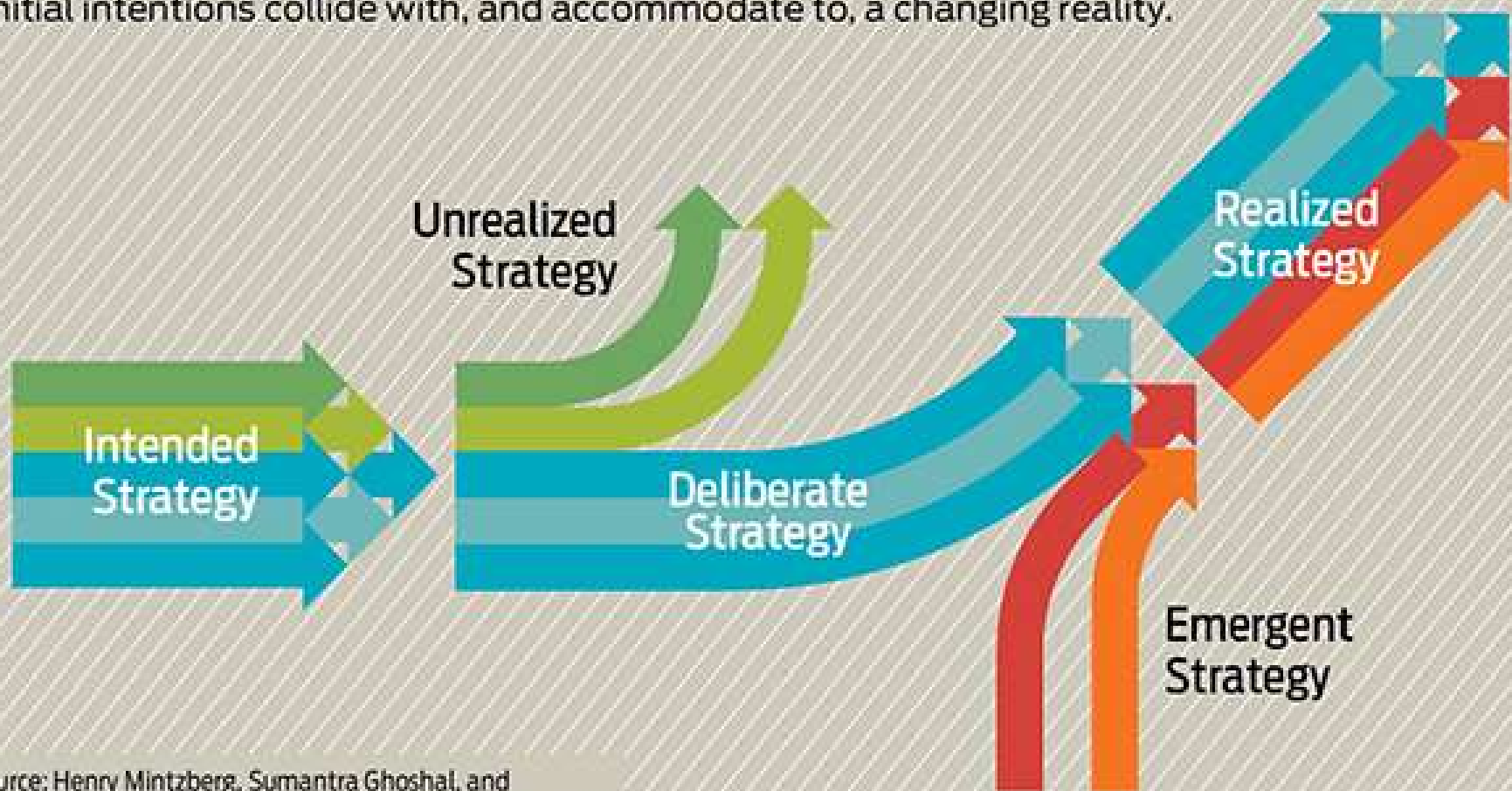


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Two Typical Outcomes

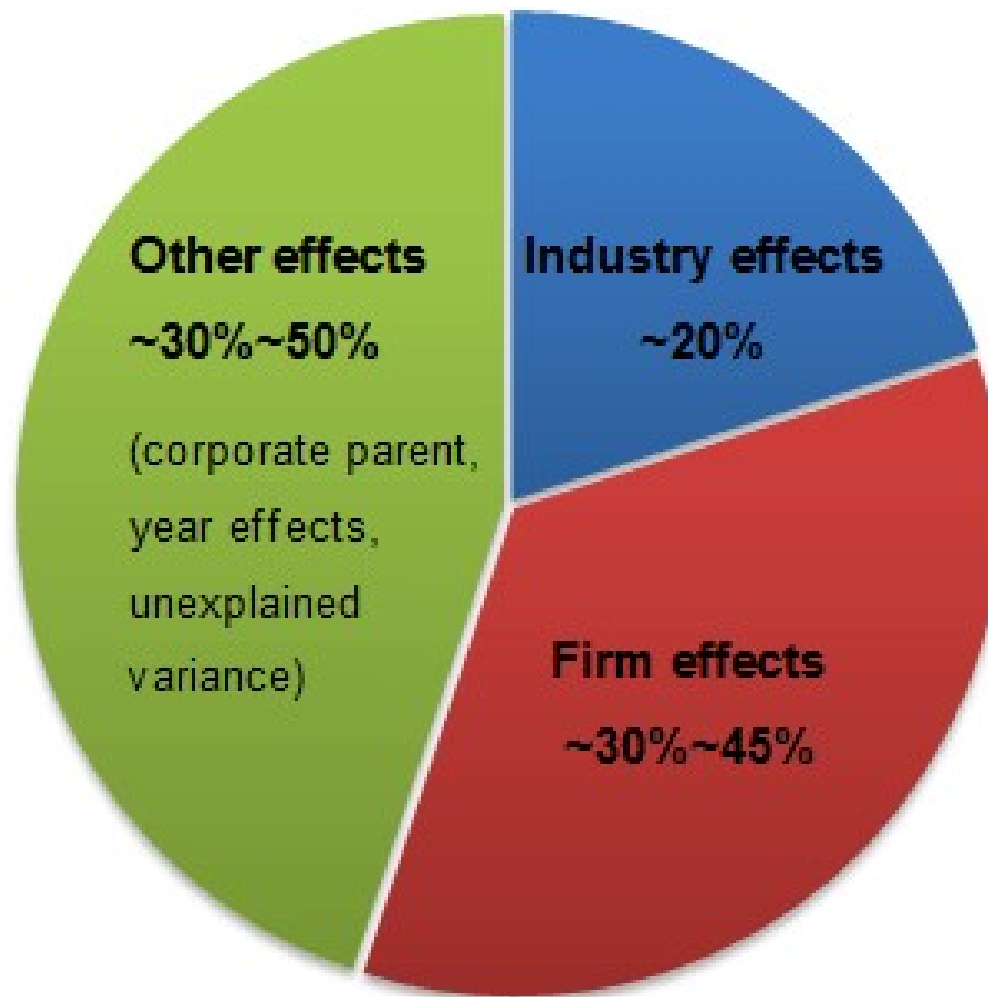
Adaptive Structure



Learning Organization



Effects on Firm Performance

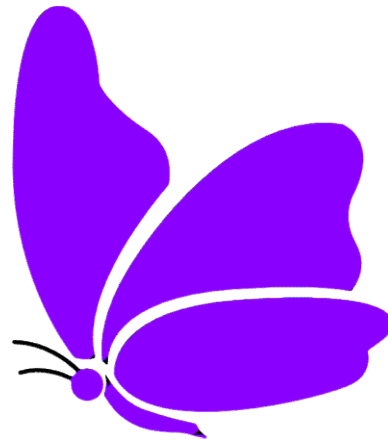


What Type of Business are You?

Innovation



Transformation



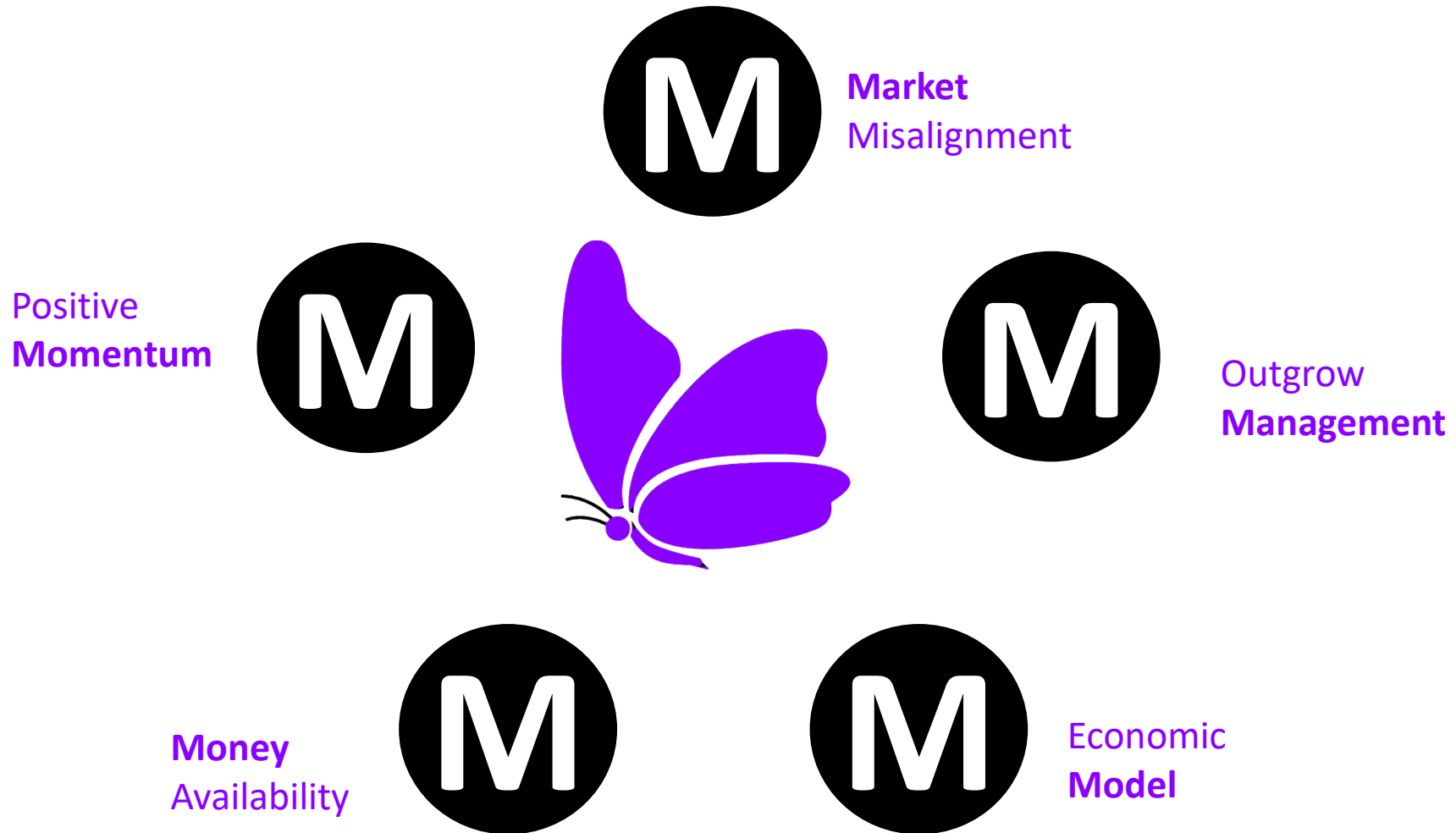
Decay



Creative Destruction



Transformation – 5 Ms



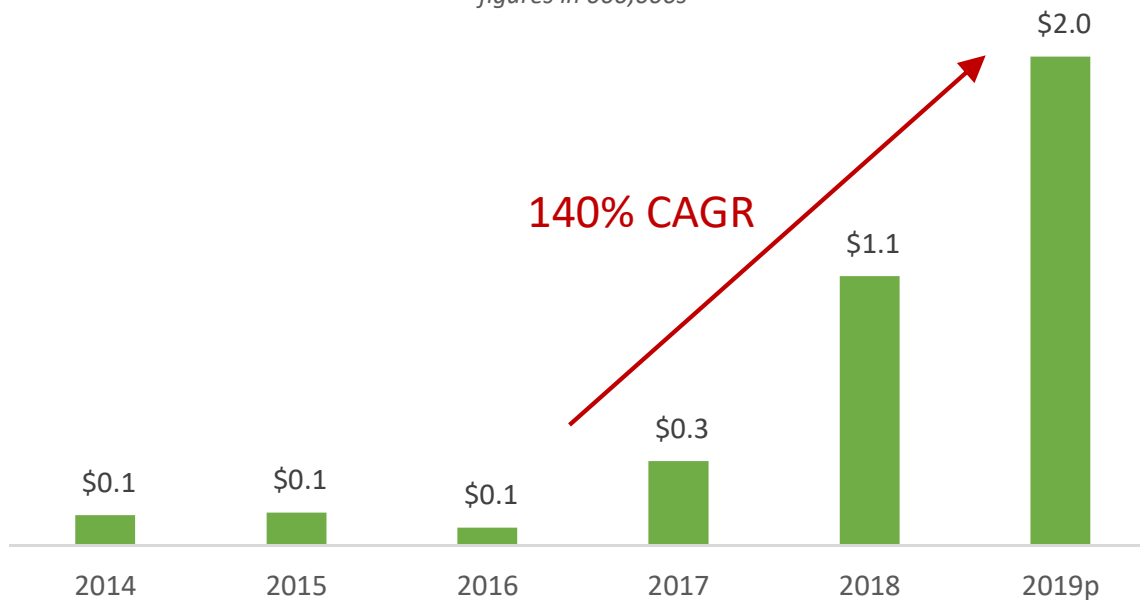
“David’s number one lesson has been to focus on who we are. That has been a constant in our efforts to create an incredibly connected customer base while differentiating ourselves from our competition.” – Client CEO when approving this case study slide

High Growth – Case Study

Sector: Light Assembly + Industrial

Annual Sales

figures in 000,000s



Oct 2016: 2 biz partners
buy 25-year old business
with fledgling sales



Nov 2018: 1 biz
partners buys out other



Jan 2019: Hires
Deaton Group

The Problem: Hyper Growth

Client was experiencing strong sales and significant leadership change. New owner was 1) overwhelmed with workload, 2) unable to select from many divergent growth options, and 3) unclear of strategic advantage. The organization also faced production and inventory challenges to respond to growth.

Solution: Focused Strategy

1. Focused Strategy – Created company purpose and values, identified the competitive advantage, organized and prioritized work streams, scoped areas of unknown
2. Business Analysis – Examined internal data to inform decision making on critical and urgent business issues. Aligned data with strategy.
3. Market Analysis – Conducted research and analysis on growth markets aligned with business purpose

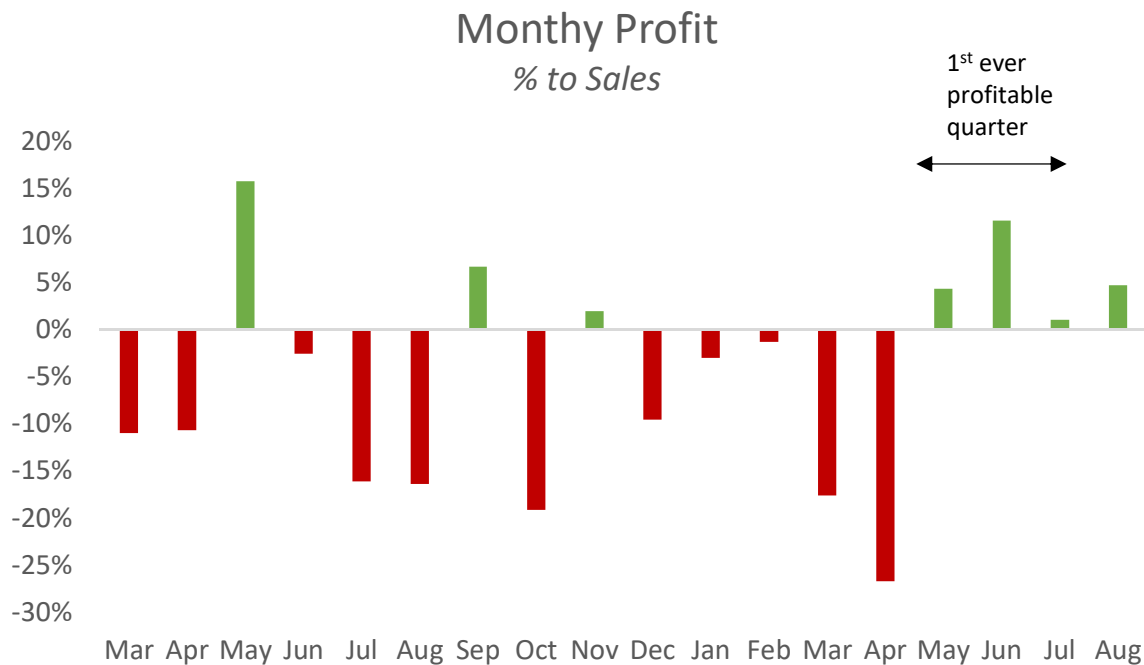
Impact: Healthy Growth

1. More Capacity - Allowed owner to focus on what was important and drop what was not
2. Healthy Growth – Branding and new growth reinforced competitive advantage leading to new growth without stretching organizational capacity – NO NEW HIRES during period
3. Confidence – Ability to manage fast growing business with confidence in decision making

“Working with Deaton Group expanded our perspective, brought clarity and strategy to decision making, and increased our team’s camaraderie through effective goal setting and clear communication. It has been such a positive journey” – Client and Co-Founder when approving this case study slide

Turn Around – Case Study

Sector: Discount Retail Apparel



Feb 2019:
Store Opens



Mar 2019: Hires
Deaton Group

The Problem: No Profit

Multi-faceted business challenge with 9 of 12 unprofitable months in first year of business opening. Increasing declines with lack of understanding of how to fix. Overwhelming business challenges affecting quality of life.

Solution: Economic Focus

1. Metrics and Operations – Examined sales data and operational metrics engaging employees to identify operational challenges and efficiency solutions
2. ReFocused Strategy – Reinvigorated business strategy around existing mission and organized and prioritized work streams
3. Vendor and Customer Engagement – Conducted surveys and focus groups with vendors and customers. Adjusted operations based on feedback.
4. Economic Model – New terms and conditions to reduce costs by 15%-points and increase cash flow

Impact: 1st Profitable Quarter

1. Engaged employees – hourly employees involved in decision making and solutions
2. Knowledge Increase – Using data analysis, market research, and expert input we have increased the knowledge in operating the business
3. Partnered for success – Even with lower payment term, vendors are partnered for success.

What is the problem we are solving?

How do we do that? And for who?

Why is that important?

**Where can we go
others are not?**

**What do we
have that could
be unique?**

**How are we set
up to embrace
new ideas?**

What do we believe in?

Questions?

Thank You

Deaton Group
CONSULTING

