



<p>Product Specification & Methodology</p>	<ul style="list-style-type: none"> • Strategic redirection primarily means to awaken to following issues: <ul style="list-style-type: none"> ▪ What is our sense of urgency, our case for action? ▪ What are our values (resp. the necessary future ones)? ▪ What is our value proposition? ▪ What is our vision? ▪ What is our mission, what business are we in? • Based upon these answers strategy, business targets and organizational structure is acquired • Design and conceptual tasks required are compiled • Completing the requirements will be implemented and sustainability will be secured • The company's management is in charge of the change process' success, as well as for the consequences required during implementation and securing the decisions made
<p>Sense of Urgency – Who Benefits?</p>	<ul style="list-style-type: none"> • Companies which realize the necessity for a strategic redirection in order to master the challenges of the future • Redirection needs professional guidance in certain phases of the project
<p>Vision – a Clear Idea of One's Future</p>	<ul style="list-style-type: none"> • A company in line with future requirements • Consequent bias and focus towards own vision and market's requirements
<p>Why NUTs? What Makes the Difference?</p>	<ul style="list-style-type: none"> • We take into account the latest and best insights and will integrate them into your business context • Our consulting staff represents highest personal and professional competence • We know how to involve people • We support your initiative to change with top personal dedication and commitment • The NUTs business transformation process is attractive thanks to its keen approach – as little time consuming as possible, as much as necessary • Application of change initiative is in line with the focus of sustainability • The company's staff will be nurtured, challenged and called for acquiring and developing the company's redirection to a large extent on their own • We have enough experience from past successful projects to focus on targets even if there are sudden complications during the process



<p>Why NUTs? What Makes the Difference? (contd.)</p>	<ul style="list-style-type: none">• There are hardly any project overhead costs; work performed and cleared are traceable for the customer• The customer is to decide on the continuation of the process at any time (low entry barrier)
<p>What's the Company's Contribution?</p>	<ul style="list-style-type: none">• Willingness and ability to change• Willingness to total change approaches and initiatives• Challenge previous certainties in terms of business• Prepared and willing to realign understanding in terms of present behavior, habits and knowledge• Willingness to go into partnership and finding solutions on its own – just customer solutions are sustained solutions• There is a discrete and independent potentiality for fundamental decisions• Total involvement and full support by all decision makers• Securing the consequent execution of the process by making appropriate decisions and sticking to them
<p>References</p>	<ul style="list-style-type: none">• MIBA Holding• ESW• Philips AVIC• Philips Speech Processing Systems• MIBA Gleitlager, Focus II• Ovotherm• Niederösterreichisches Technologiekonzept• Automotive Cluster Vienna Region• Kärnten Wirtschaftsleitbild• ARGE Kultur• Key Consultants Roma – Milano• Cap Gemini E&Y Consulting