



## STRATEGIC LEADERSHIP

Founded in 1998 by the authors of four books that have been highly successful worldwide – *Strategy Process, Content, Context, Strategy Synthesis* – DWM Strategy Group has developed steadily into a recognized service company for strategy and leadership.

### GREAT PEOPLE AND PRACTICAL SOLUTIONS

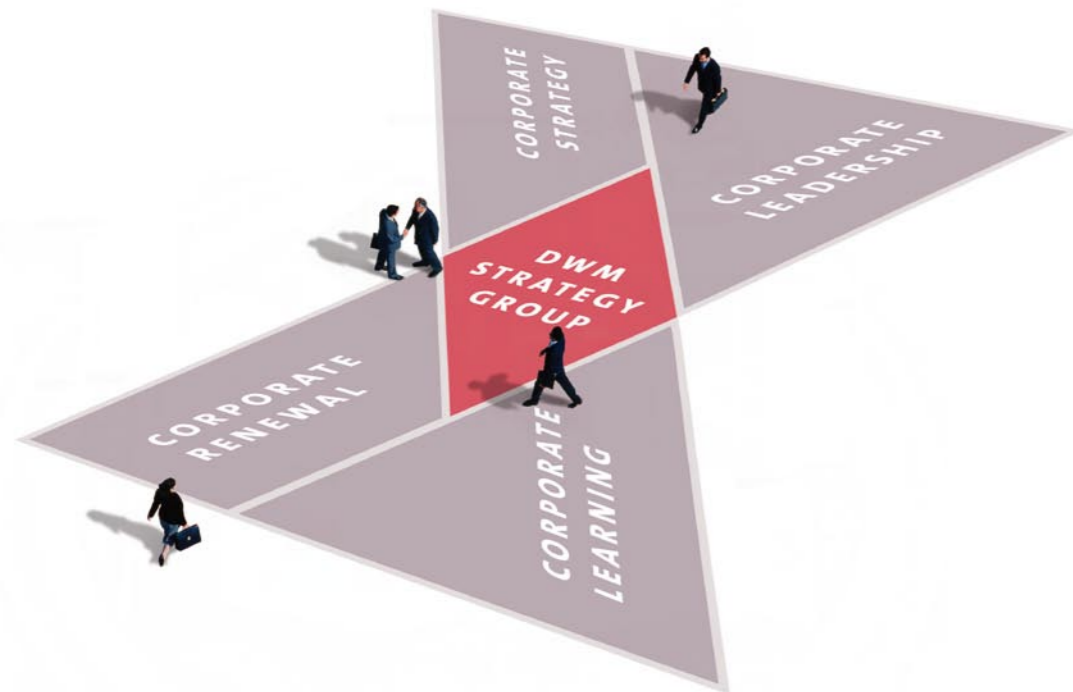
Our group has gained a distinctive position in the top-level executive service market, by selecting and developing great people that are able to deliver practical solutions for our clients. All Strategy staff members hold PhD degrees or they are working to achieve this. This combination of rigor and relevance is the heart and soul of our company, our people and our services. It is our mission.

### SYNERGIES MAKE A DIFFERENCE

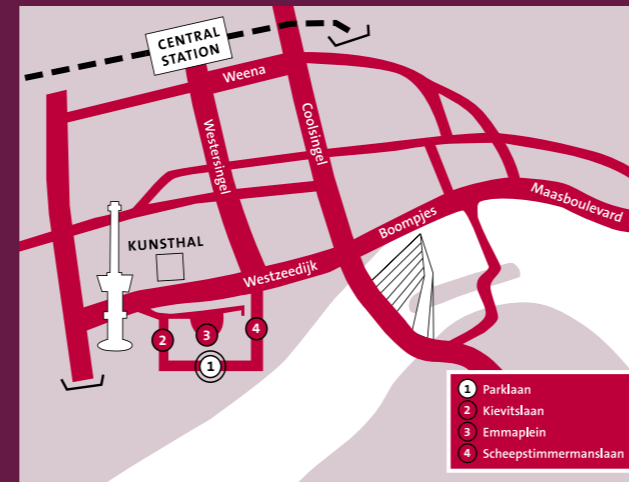
For over ten years, DWM Strategy Group has been helping corporate clients to achieve strategic objectives with a range of services organized under five corporate brands:

|                          |  |
|--------------------------|--|
| <b>STRATEGY WORKS</b>    | strategy development processes           |
| <b>STRATEGY ACADEMY</b>  | leadership programs and strategy courses |
| <b>STRATEGY COACH</b>    | executive and team coaching              |
| <b>STRATEGY PROFILER</b> | assessing strategy and leadership styles |
| <b>STRATEGY RESEARCH</b> | strategy and leadership research         |

With our range of services we compose unique solutions to help clients solve strategic challenges.



## CONTACT



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STRATEGY  
ACADEMY

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WORKS

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RIGOR & RELEVANCE

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RESEARCH



## STRATEGY WORKS

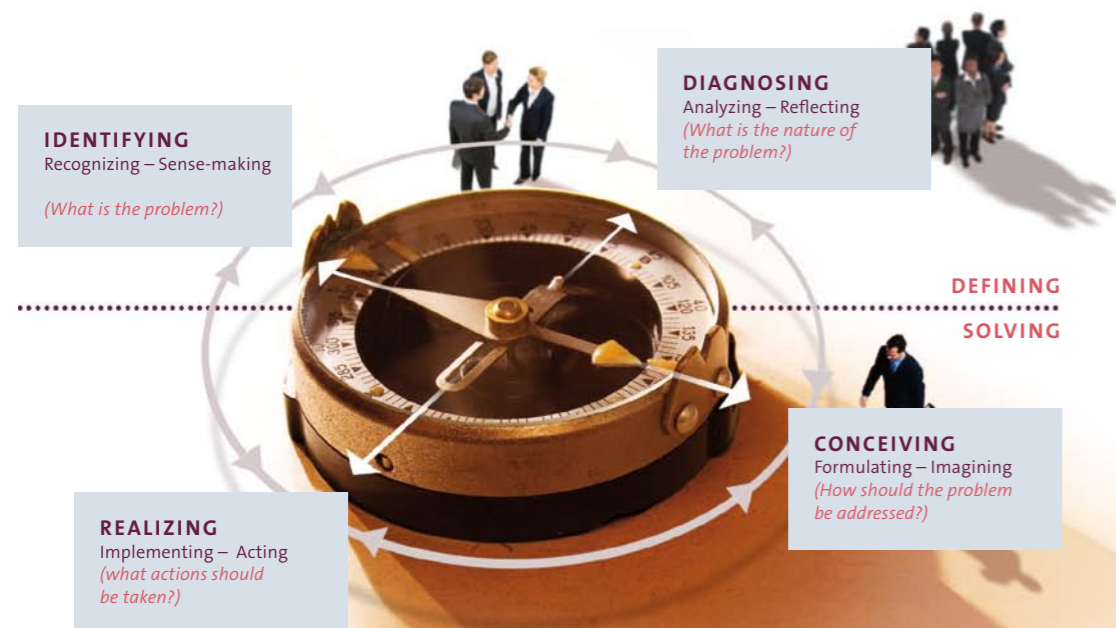
### MAKING STRATEGY WORK

**STRATEGY WORKS** specializes in facilitating boardroom decision making and guiding organizations through processes of strategic innovation and renewal. With frameworks and methods grounded in theory and proven in practice, we are dedicated to making your strategy work. Our aim is not to have you outsource your strategy to us, but to help you in discovering both rigorous and relevant resolutions to your strategy issues, with you and your team. Our services include:

- ▶ *Strategy process workshops* that inspire management teams and other key employees to think strategically and develop strategic options;
- ▶ *Strategic analyses* that guide you in defining your strategy issues and structuring information as a necessity for strategic decision making;
- ▶ *Strategic make-over processes* in which we help you and your employees to rejuvenate your strategy, organization, its management approach and corporate culture.

We make strategy work for a large variety of Dutch and international clients:

- multinationals facing large complexities in diverse markets, including issues such as corporate alignment, multi-market strategy, and focused growth;
- listed companies responding to the strategy perspectives of shareholders and other stakeholders in M&A and corporate finance;
- companies and business units facing changes in their markets which force them to renew business strategies and simultaneously build on their key competences;
- (semi-)public organizations active in a network of partners, politics and societal actors.



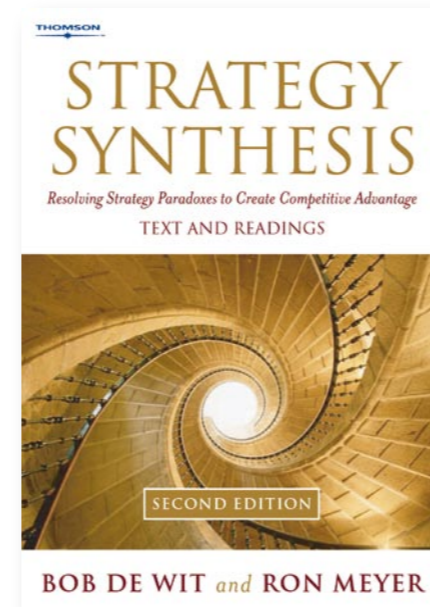
## STRATEGY ACADEMY

### LEADING STRATEGIC LEARNING

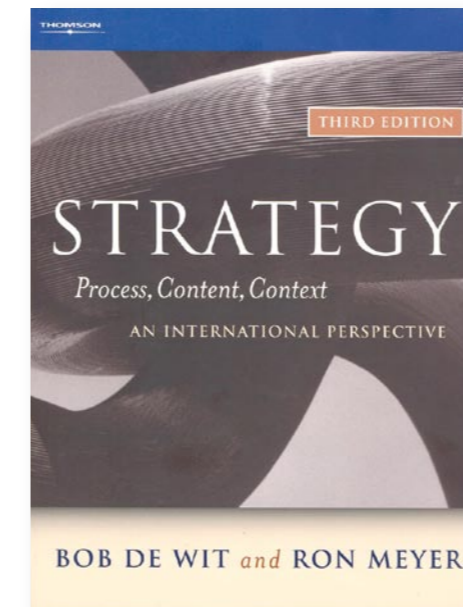
**STRATEGY ACADEMY** is dedicated to improving companies' competences in the areas of strategy, leadership, entrepreneurship and business, providing both in-company and educational training courses. Because we believe in developing your leadership pipeline together with you, we ensure that each program is tailored to your particular needs and the strategic issues you face, while leveraging our expertise in academic and business education. Our programs include:

- ▶ *Leadership development programs* for your 'fortunate 500' managers, aligning strategy and organizational development with team and personal development to inspire managers to become better strategic leaders;
- ▶ *Strategy courses* on specific strategy and leadership issues, adopting both a theoretical and practical perspective to facilitate participants in translating strategic management to their daily work;
- ▶ *Off-site conferences* focused on strategic dialogue, team inspiration and culture building, including program design, facilitation of group discussions, and keynote speakers.

We develop strategic leadership in different contexts. Our corporate clients include ING Direct, Grontmij, Capgemini, and IKEA. We also work for a variety of business schools and other educational institutions, including the Rotterdam School of Management, VERA/NIVRA, Controllers Institute, and Maastricht Business School.



Used at more than 250 universities worldwide  
Over 200,000 copies sold



## STRATEGY COACH

### GROWING GREAT LEADERS

**STRATEGY COACH** provides coaching services to executives and teams. Our accredited coaches are specialized in strategic and leadership coaching. Our services include:

- ▶ *Strategic coaching* – personal coaching sessions on strategic issues to develop better strategies;
- ▶ *Leadership coaching* – personal coaching sessions to become better executive leaders;
- ▶ *Team coaching* – coaching sessions with executive teams to achieve organizational objectives;
- ▶ *Intervision* – facilitating critical and supportive feedback to improve leadership skills among peers.

## STRATEGY PROFILER

### PROFILING STRATEGIC LEADERSHIP

**STRATEGY PROFILER** provides innovative web-based assessment tools based on proven scientific work on executive thinking. We measure the preferred leadership and strategy styles, identify personal growth objectives and recognize areas for team development. Our database entails thousands of executives across corporate levels, industries and countries. Our services include:

- ▶ *Leadership assessments* – evaluating a strategic fit between corporate positions and candidates;
- ▶ *Personal profiling of strategic and leadership styles* – reporting preferences and growth areas;
- ▶ *Group profiling* – measuring team compositions on strategy and leadership styles;
- ▶ *Company profiling* – heat mapping of strategy issues by identifying corporate tensions.

## STRATEGY RESEARCH

### CREATING STRATEGIC INSIGHT

**STRATEGY RESEARCH** provides research activities based on our core principle of academic rigor and practical relevance. We generate world-class knowledge in the field of corporate strategy, corporate leadership, corporate learning and corporate renewal. Our services include:

- ▶ *Executive PhD programs* – academic doctoral courses and research with relevant outcome;
- ▶ *Development of strategy and leadership tools* – research that delivers reliable and valid tools;
- ▶ *Corporate research* – academically sound research projects to provide new insights;
- ▶ *Contract research* – disclosed research on executive issues.