



SOLVING THE
IMPOSSIBLE



Short Term Consulting

A PLATFORM FOR CHARTING THE COURSE
TO DRIVE SUSTAINABLE STRATEGIC
PROFITABLE GROWTH



Solving The Impossible Pty Ltd

Principal: Ray Buschmann

P.O Box 20455 World Square Sydney, NSW Australia 2002

Phone/Fax: +61-2-4322 7827

Mobile: +61-0-488 040 520

Skype: solvingtheimpossible

Email: rbuschmann@solvingtheimpossible.com

Website: www.solvingtheimpossible.com



A PLATFORM FOR CHARTING THE COURSE TO DRIVE SUSTAINABLE STRATEGIC PROFITABLE GROWTH IN YOUR COMPANY

WHAT TYPE OF COMPANIES COULD BENEFIT FROM THIS SHORT TERM CONSULTING

- Companies who are having difficulty in differentiating their products/services from competitors
- Companies who have been driven by competitors to compete more on price
- Companies who seem to be stagnating with no clear growth strategies in place
- Companies who have not improved their technology for some time
- Companies who don't seem to have the time to do things differently
- Companies that do not have a good understanding of what their customers value
- Companies that are unsure about their capabilities in the marketplace
- Companies that are uncertain where the future value and disaster areas will be
- Companies that cannot readily identify high priority pain points in their value chain
- Companies that are unsure of their innovation capability versus competitors
- Companies needing to know where they really stand in the market place

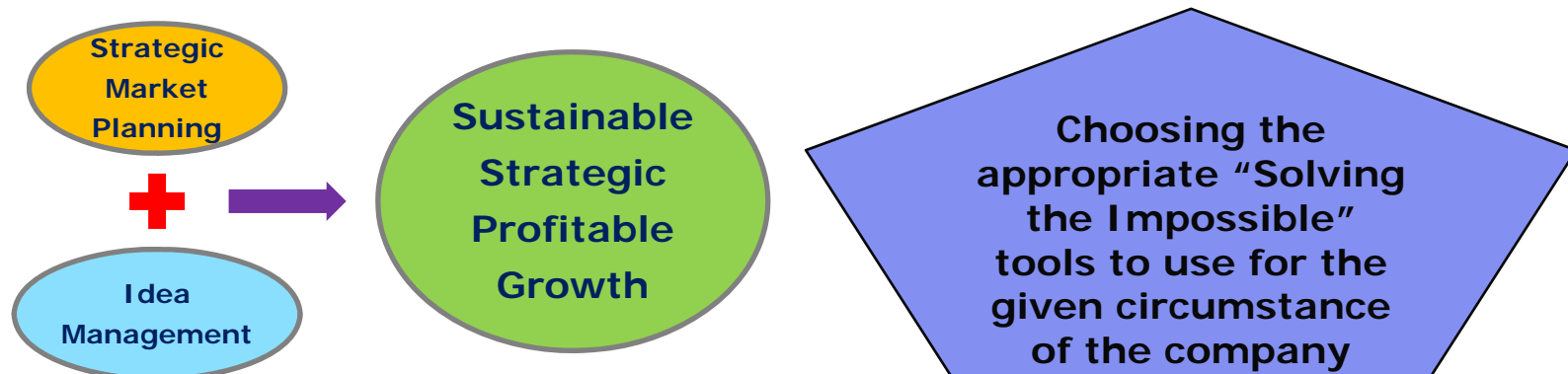
A PLATFORM FOR CHARTING THE COURSE TO DRIVE SUSTAINABLE STRATEGIC PROFITABLE GROWTH IN YOUR COMPANY

Overview: Solving The Impossible© Program to chart the course and drive sustainable strategic profitable growth for “X” Company consists of three major elements:

(1) **understanding** where “X” business is now, by using creative market segmentation and customer insight assessment tools, allowing the identification of seemingly impossible problems in ranked order which may be hindering success

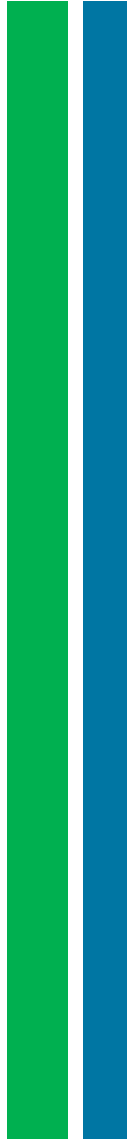
(2) **knowing** where “X” business wants to be, by using changed thinking and creative visioning tools to develop compelling positioning opportunities to solve the highest priority, seemingly impossible problems

(3) **delivering** sustainable strategic growth by propelling the new ideas smoothly through “X” organisation, and providing on-going idea maintenance management





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“UNDERSTANDING” PHASE TOOLS

understanding where the “X” business is now, by using creative market segmentation and customer insight assessment tools, allowing the identification of seemingly impossible problems in ranked order which are hindering success

Choosing the appropriate “Solving the Impossible” tools to use for the given circumstance of the company

STI TOOL	VALUE
Sales Outlet Market Map	A snapshot of the overall business market in which “X” Company operates as seen from the grouping of sales outlets gives an quick understanding of the potential outlet opportunities , especially those new or unknown outlet types not considered before
Decision Makers Market Map	A snapshot of the overall business decision makers, sub-divided into consumer, commercial and industrial and then segmented again to give an appreciation of the potential opportunities , especially those new or unknown decision makers not considered before
Overall Market Map	A quantified volume snapshot of the overall market consumption in which “X” company operates with an added emphasis on the role of distributors to discern direct and indirect flow of product giving a quick understanding of the marketplace dynamics



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STI TOOL	VALUE
Market Segment Attractiveness Evaluation	Development of specific criteria that “X” Company would define a market segment as being attractive. Common examples are predicted positive market growth and profitability, with appropriate weightings depending on the importance of each to “X” Company. Each market segment is then able to be rated on a 1-10 scale with the higher numbers signifying a more favourable segment relative to others.
“X” Company Market Capability Evaluation	Development of specific criteria that “X” Company would define as essential to ensure their ability to succeed in the marketplace. Common examples are sales support professionalism ; technical competence; delivery logistics; brand equity and product cost competitiveness. Each capability factor is then able to be rated on a 1-10 scale with the lower numbers signifying potential weaknesses which would need to be rectified.
Directional Strategy Matrix	Plotting a bubble chart of market attractiveness and Company “X” capability to clearly show the areas to invest for growth (pursue or protect); opportunistic development; manage for earnings or maintain market position, areas to avoid, exit, or manage for cash



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STI TOOL	VALUE
Qualitative Tiering Analysis and Bubble Chart	Examining the differing market purchasing behaviour and customer perceptions within a sales channel by “X” Company and major competitors, based on factors such as what makes this sales channel unique, what future trends are predicted, retail and wholesale price tiers, brand tiers, performance tiers, package size tiers, and product quality tiers.
Customer Insights Perceived Value Competitor Gap Analysis	Identifying the top perceived values and their relative importance held by specific market customer types purchasing through a specific sales channel, and then drilling down to obtain more detailed descriptions for each individual perceived value. Finally graphing the relative perceived value rating by customers against competitors and “X” Company, to identify any significant gaps and real points of difference
“X” Company Value Chain Pain Points Map	Identifying the high priority customer and company pain point insights for “X” Company by examining the value chain process. Understanding any deep seated practices and assumptions (true and faulty) in the target sectors, as well as skills, processes, technologies, assets and value competencies of “X” Company
“X” Company Current Creativity and Innovation Organisation Assessment	Identifying where “X” Company is on the creativity and innovation compass versus other companies by benchmarking specific progress in the critical key areas



“KNOWING” PHASE TOOLS

knowing where the “X” Company business wants to be, by using changed thinking and creative visioning tools to develop Compelling positioning opportunities to solve the highest priority, Seemingly impossible problems

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STI TOOL	VALUE
“Thinking Differently” Workshop	A unique “hands-on” workshop helping colleagues to think in a new creative way specifically focused on the problem s identified in the previous “understanding” phase . Highlights of the workshop are: all participants will have demonstrated and proved to themselves that everyone can be very creative; have lots of fun – laughter is the currency of success in this workshop; creativity alone won’t get you success – proven techniques are shared that ensure optimum ideas are chosen that get the best opportunity to blossom in your company culture; have solved a problem of your choice using 12 different approaches , with multiple solutions available by the end of the workshop
Idea Management for Growth	Use of creative tools (Idea Central; Zing; TRIZ and Flash Ideation) to stimulate new “X” Company ideas, including retailing and point of sales as well as benefit concepts (examples: package options, environment, nutrition, hydration, health and wellness, functionality, fun or indulgence) from an internal and external perspective.
Future Visioning Using Elastic Definition Methodology	Identifying future expansion opportunities for “X” Company through deeper market penetration, extending and defending the core business, new capabilities, product and services development, market impact extension (new businesses , channels , geographies, and customer segments), forward and backward integration, or diversification



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“DELIVERING” PHASE TOOLS

delivering sustainable strategic growth by propelling the new ideas smoothly through the “X” Company organisation, and providing on-going idea maintenance management

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STI TOOL	VALUE
“Ideas to Cash “– Getting New Ideas Through the Organisation Seminar	Best Practices from over 110 of the world’s top innovative companies giving hands-on sustainable idea nuggets and “things that have worked” that can be used in further building the “X” Company business. Identifying what other successful companies have done to ensure innovation is nurtured, and becomes the cornerstone for their unique success?
Idea Management for Future Growth Seminar	Capturing new ideas is critical to business success but how can it be done efficiently, and with maximum productivity? What worked successfully in a Fortune 500 global organisation, but more importantly what didn’t, so others can be aware of the potential pitfalls? What are the ten key hands-on lessons that must be practised for successful implementation of idea management processes?

Replace the “X” with your company and drive your business towards sustainable strategic profitable growth



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“Introduction to Ray Buschmann”



Ray is a leading global “hands on” idea management practitioner, who is a specialist in the field of **generating business oriented creativity and ingenuity combined with strategic market planning, to drive sustainable profitable growth for companies and individuals.**

Ray is an Australian, and over the last 14 years has held extensive senior management positions within the giant energy corporation, Chevron, in South Africa, Singapore, Thailand, with the past 7 years in the United States. As part of his global duties, Ray has visited over 95 countries, and is a passionate advocate for diversity. From 1995 to 2002 he held global and regional strategic marketing positions, and during this time created a unique strategic market planning process which was replicated around the world, focused on driving sustainable profitable growth. From 2003 to 2007, he held the unique role of Global Manager Innovative Solutions within Chevron Lubricants, and pioneered the introduction of new and stimulating ingenuity techniques and tools, shared in speaking engagements around the world.

In early 2008, Ray took on an even more focused path, returning to Australia as the Principal of his own company: “Solving The Impossible Pty Ltd, and continues to focus on “what works” rather than the prevailing theory, especially in helping clients solve seemingly, impossible customer and business challenges. He has combined his expertise and experience to produce an incomparable and powerful series of global programs, merging strategic market planning and idea management as one. His transformational leadership is characterized by capturing practical insights beyond his business world, as he continues to work closely with idea management and strategic marketing colleagues in various industries, countries, learning institutions, consultancies, and authors, to share and continually learn best practices.

Ray is the author of a paper: “Ideas Galore – What Do We Do Now?”, and his unique approach to idea management has been used as a case study in the MBA course, “Management of Innovation” at the Università Cattolica, Piacenza Italy. He has been referenced in “Fortune” magazine, featured in “The Future of Innovation – Practice & Possibility Among the Most Effective Large Corporations”, ILO (Innovation in Large Organisations) Institute USA, and also in “Finance Week”, South Africa.



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