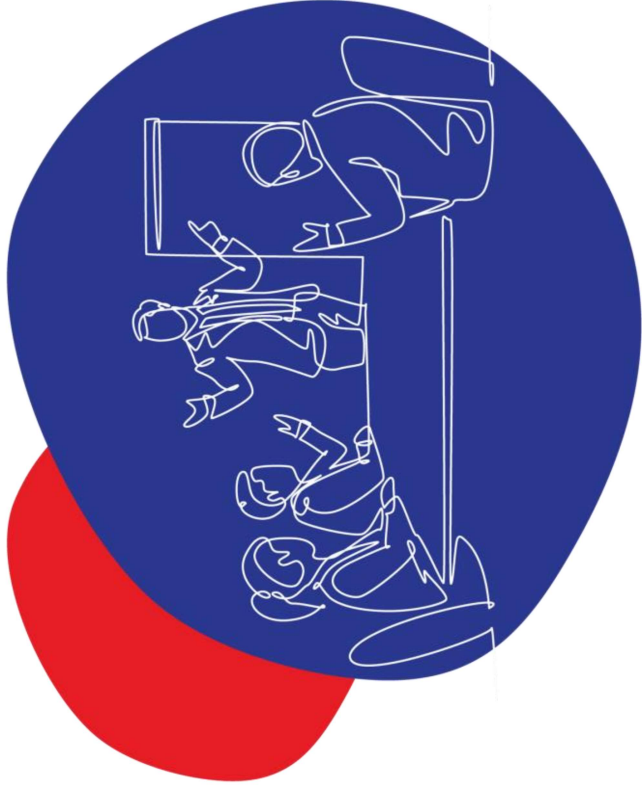




Helping Customers, Investors & Exco

MAKING SMART GO/NO-GO DECISIONS

Gerrit Botha (MBA)

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“Everything should be made
as simple as possible,
but not simpler.”

Albert Einstein



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“Everything should be made
as simple as possible,
but not simpler.”

Albert Einstein

Let's look at ways to
simplify the world and
improve decision making



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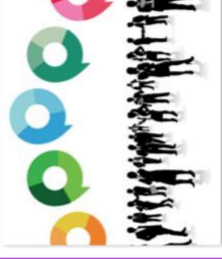
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VUCA SIMPLIFY A COMPLEX WORLD

A practical code for: Awareness and Readiness ~ Certainty

Volatility		Speed, magnitude, turbulence and dynamics of change	Visionary
Uncertainty		Unfamiliar territory and unpredictable outcomes	Understanding
Complexity		Multiple interdependencies amidst global interconnectivity	Clarity
Ambiguity		Multiple perspectives and interpretations of scenarios	Agility

Read more <https://www.stagehit.co.za/blog/learn-bec-the-world-annex-the-5-cs-of-vuca-leadership>

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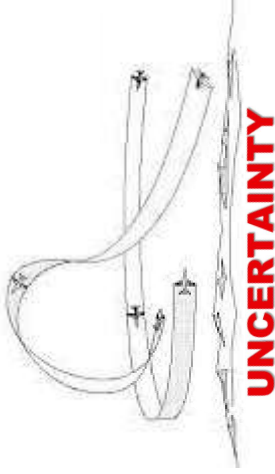


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SIMPLIFYING A COMPLEX WORLD

OODA Loop

Recurring cycle:



Read more: <https://thestrategybridge.co/the-bridge/2020/03/17/the-ooda-loop-and-the-hill-beat>

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SIMPLIFYING A COMPLEX WORLD

The Cynefin Framework

For analysing
systems' behaviour
and making decisions



Read more: https://en.wikipedia.org/wiki/Cynefin_Framework

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PURPOSE

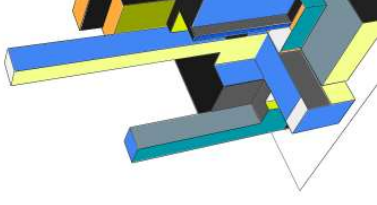
Helping Customers, Investors & Exco making SMART DECISIONS

What &
Why

Who &
What

How x2

Questions?



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DECISION making

- What is it?

It is a
**Cognitive
Process**
(individual or
group)

that lead to a
Final Choice



It is a **selection**
between
**Alternative
Options**

It is **rational,**
or **irrational**
with an
emotional
connotation

It is a **Reasoning Process**
based on *values,*
preferences and *beliefs* of
the decision-maker(s)

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DECISION making

- Why focus on it?



Customers, Investors and Exco
all wants to make SMART DECISIONS

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DECISION making

WHO can **INFLUENCE** it,
for WHO?

- Customers
- Procurement
- CEOs
- Investors



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DECISION making

What is **STOPPING** it?

- For Customers
- For Procurement
- For CEOs
- For Investors



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CASE 1:

DECISION MAKING BY EXCO

Strategy Decisions leading to a Cause of Action

Ansoff matrix



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CASE 1:

DECISION MAKING BY EXCO

Strategy Decisions leading to a Cause of Action

Ansoff matrix



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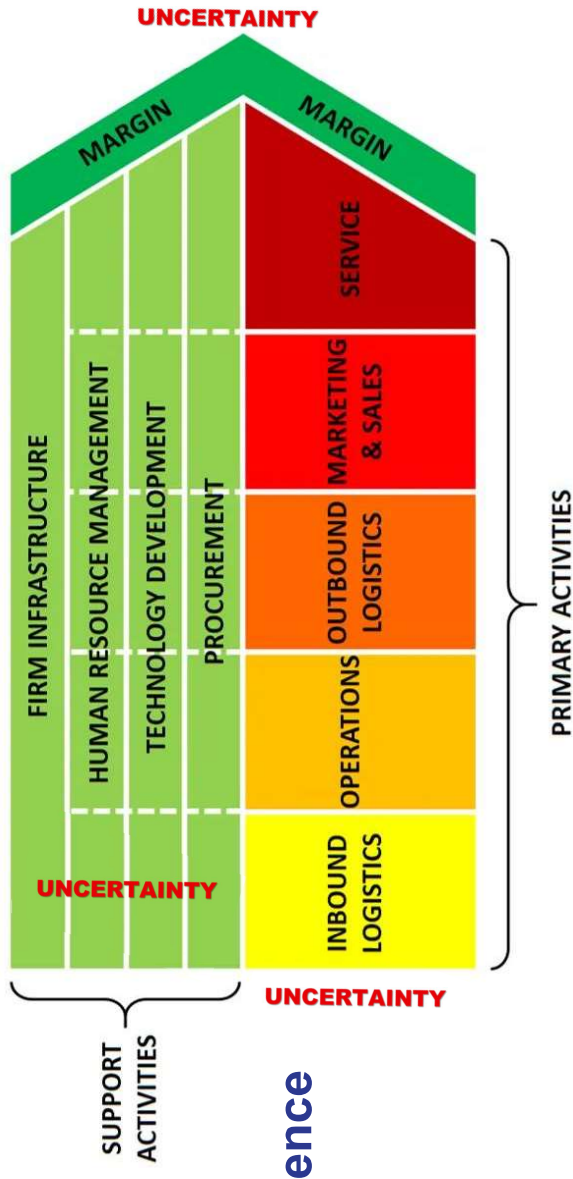
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CASE 2.1:

DECISION MAKING BY PROCUREMENT

Operational Decisions leading to creating Excellence

Porter's Value Chain



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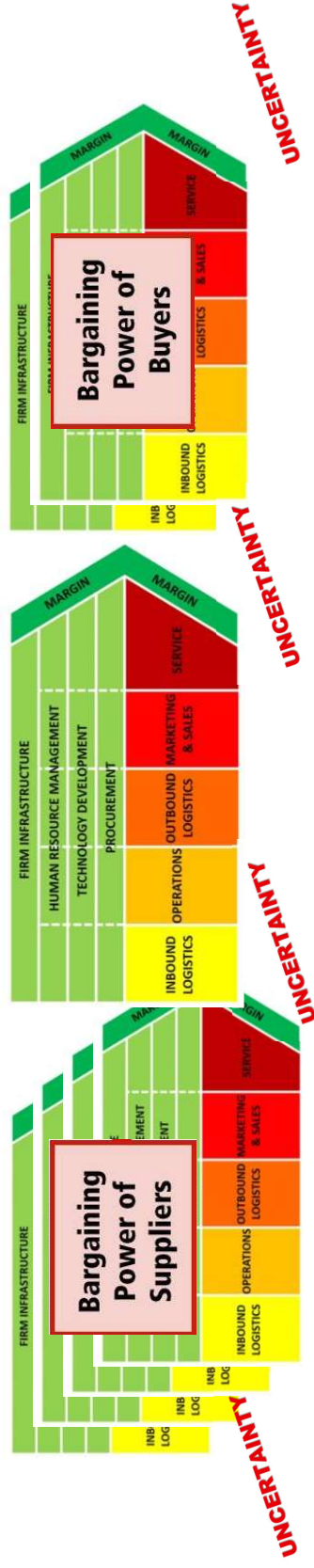
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CASE 2.2:

DECISION MAKING BY PROCUREMENT

Procurement Decisions leading to Monopoly forming

Industry Supply Chain



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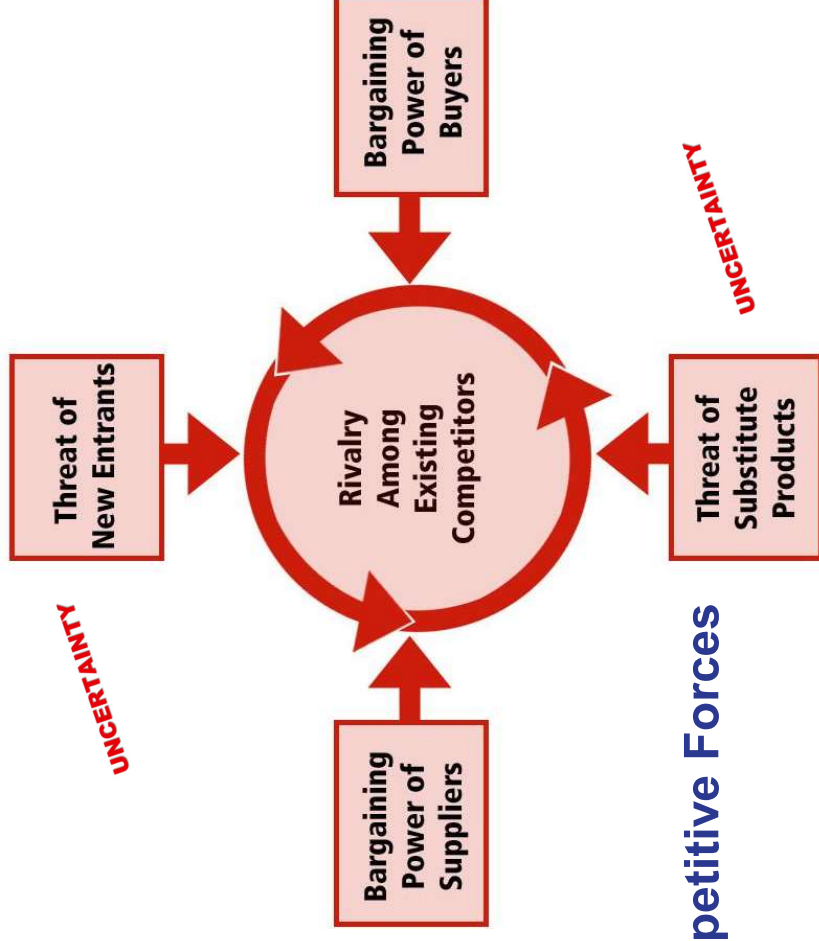


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CASE 2.3:

DECISION MAKING BY PROCUREMENT

Procurement Decisions
leading to possible
unintentional effects



Porter's 5 competitive Forces

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DECISION making

How to **ENABLE**

decision making for

- Customers

- Procurement

- CEOs

- Investors

The job of
salespeople, marketers, advisors,
consultants, business analysis,
management teams and CEOs is to
CREATE CERTAINTY
for decision makers
to Act

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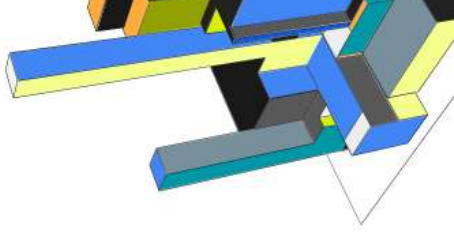


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AGENDA

HOW TO CREATE CERTAINTY:

- OPERATIONAL DECISIONS
- STRATEGIC DECISIONS



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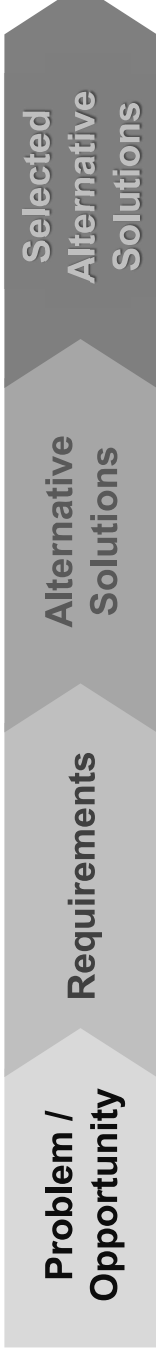
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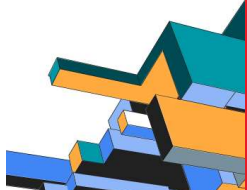
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LOGICAL BUSINESS CASE METHOD

Qualitative Assessment:



Quantitative Assessment:



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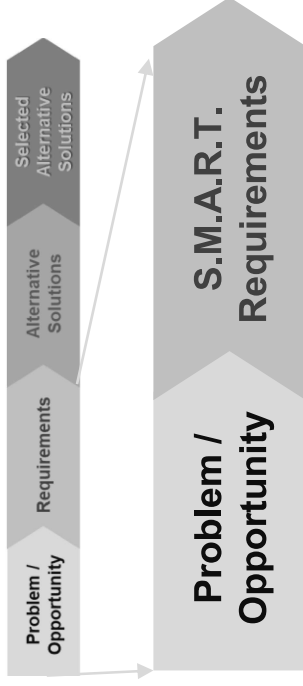


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BUSINESS CASE METHOD



Specific: A Need referring to the user's end state.

Do not use the word "and".

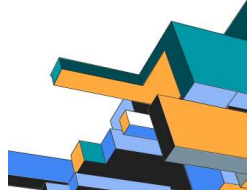
Material: The Needs Vs Wants or Preference

Accurate: Requirements state WHAT is needed,
not HOW it should accomplish

Relevant: Forcing a design when not intended → ask

WHY the requirement is needed

True: No ulterior motives



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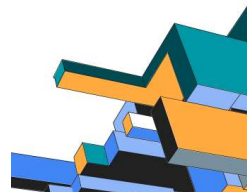


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BUSINESS CASE METHOD



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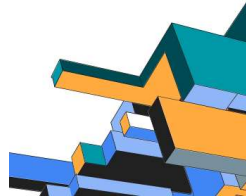
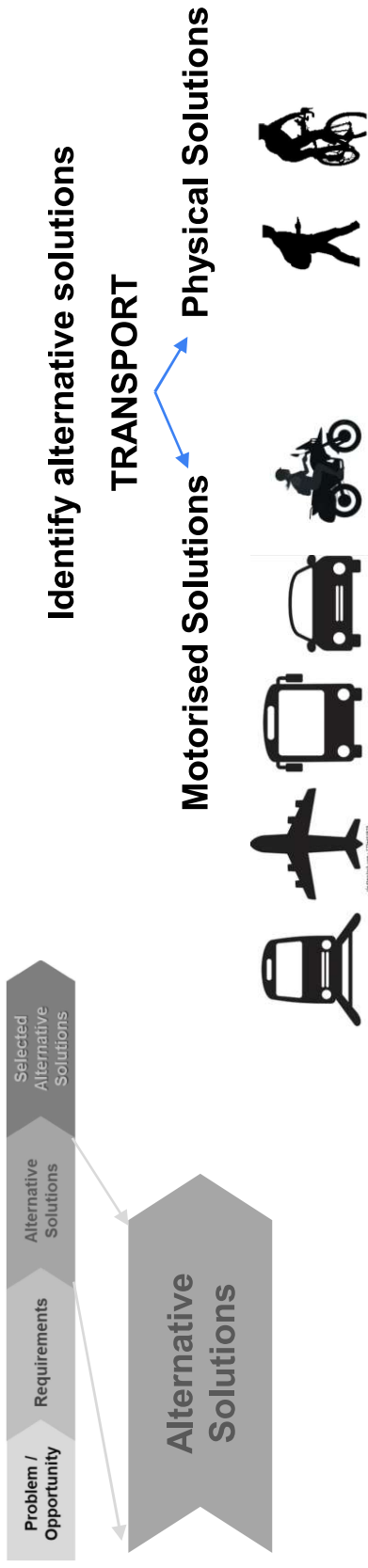


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BUSINESS CASE METHOD



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Working goes on, we're not in your business

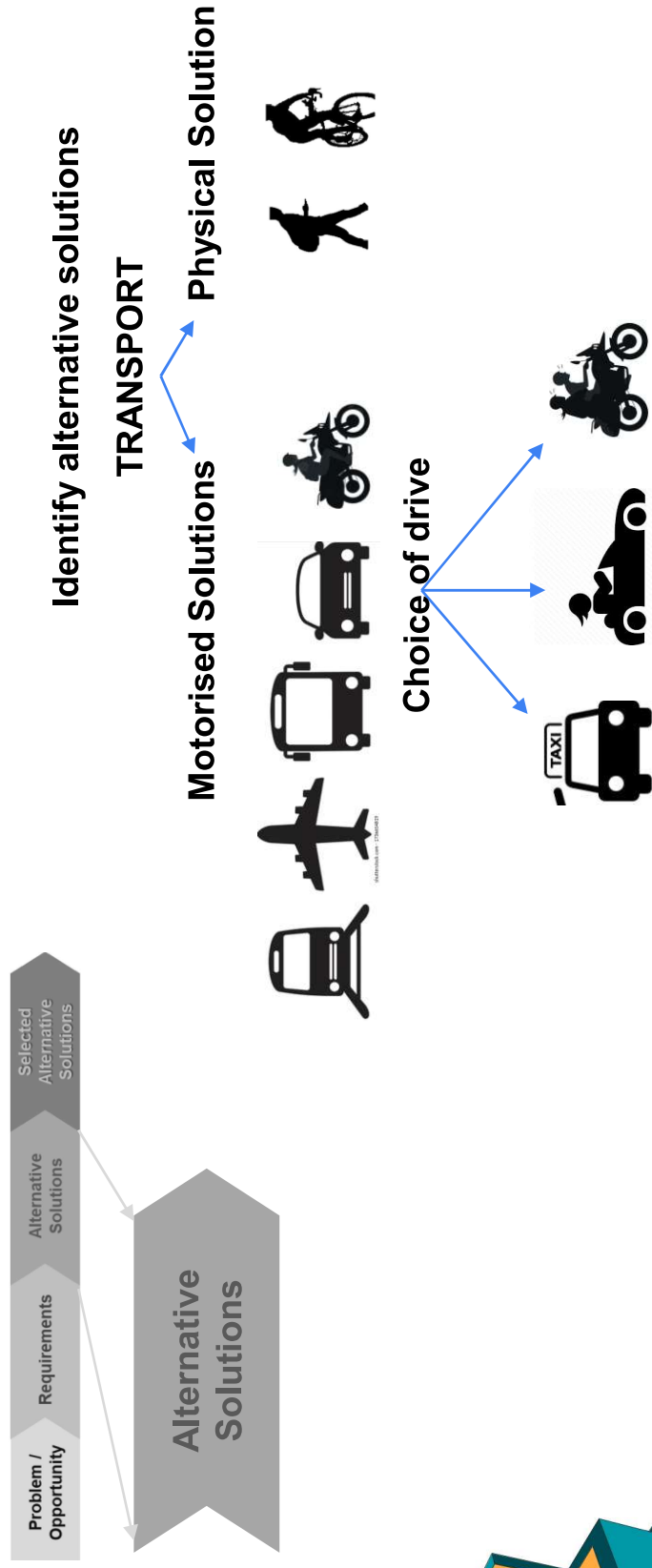


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BUSINESS CASE METHOD



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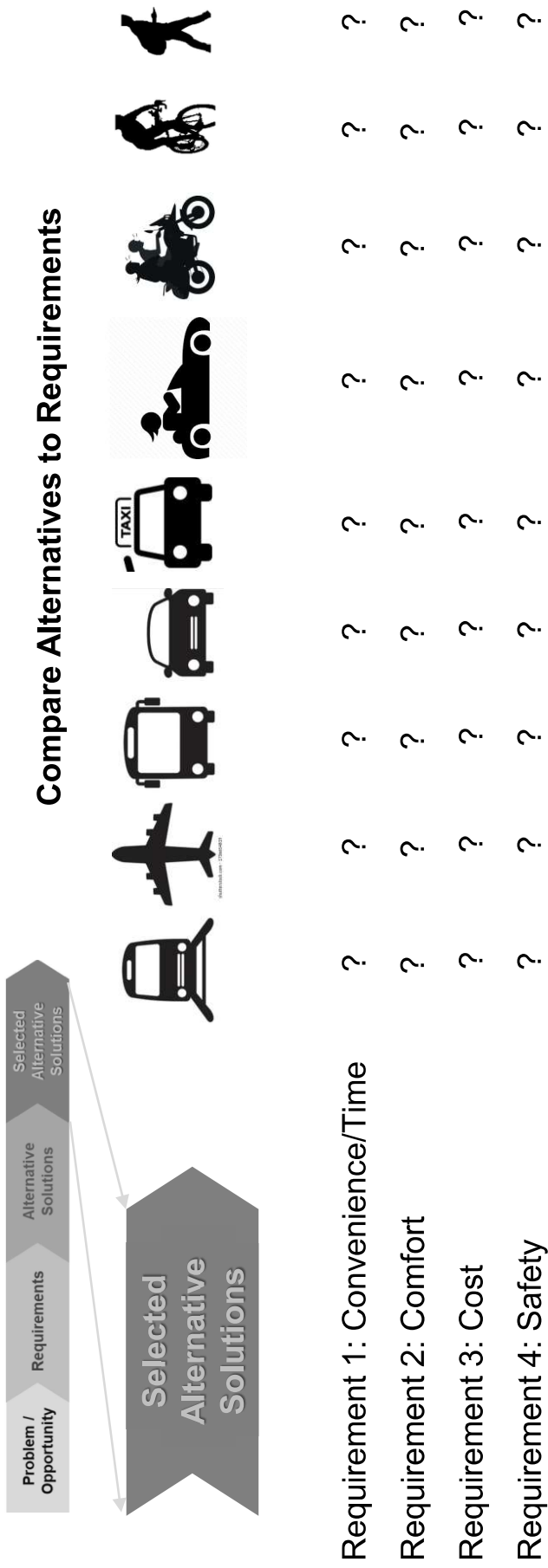


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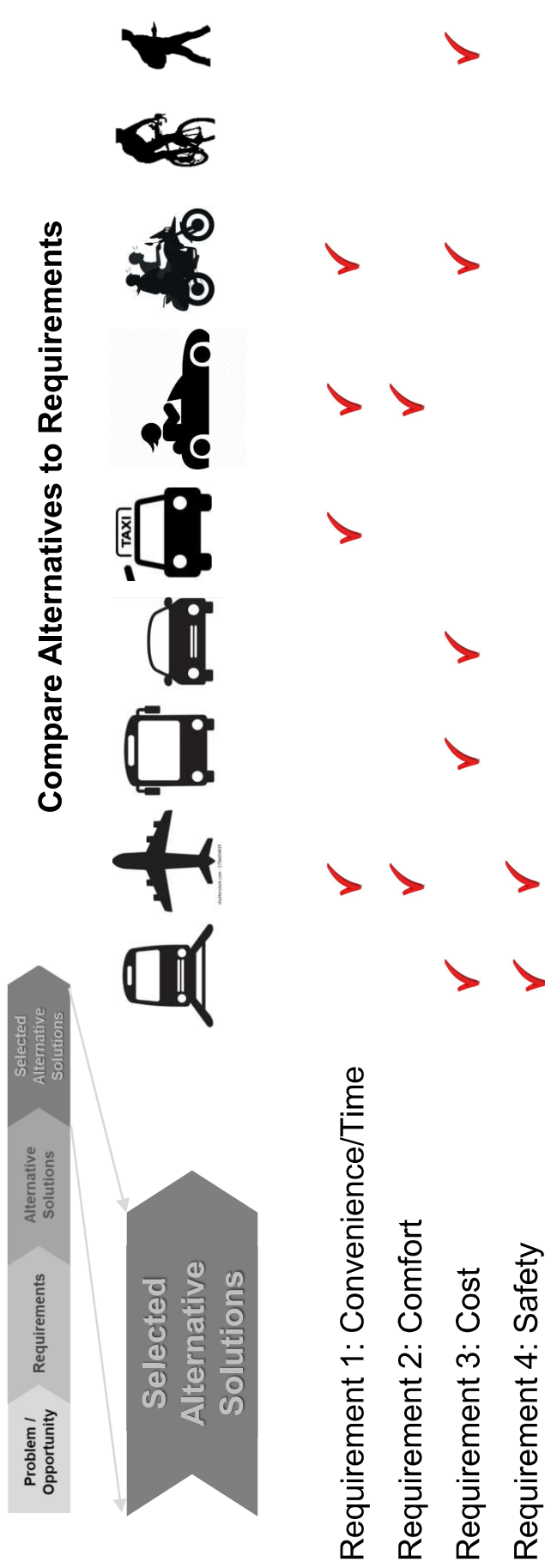


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BUSINESS CASE METHOD



BUSINESS CASE METHOD



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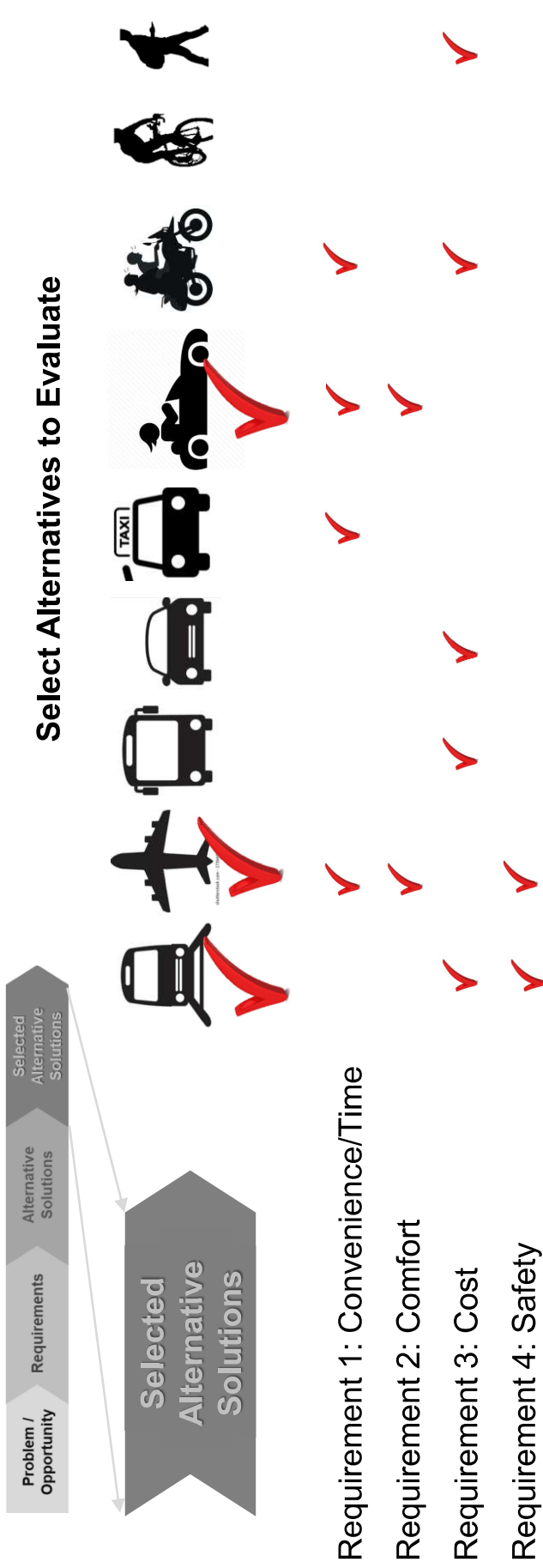


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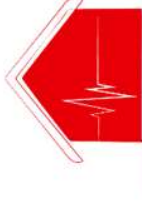
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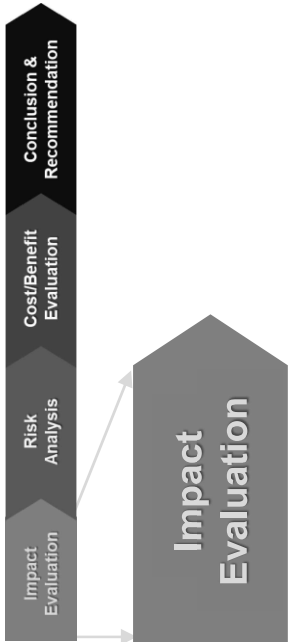


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BUSINESS CASE METHOD



Consider the Effects



Legend:

- Positive or negative
- High, Medium or Low

How to: Numerate and add each columns to get Option Impact

1. Effort

+M

-H

2. Tiredness

+M

-H

3. Strangers

-H

+H

4. Harassment

-H

+L

CONCLUSION:



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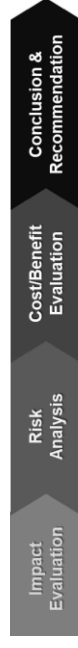


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BUSINESS CASE METHOD



Consider the Risks



Legend:

→ **Probability:** High, Medium or Low

→ **Implication:** High, Medium or Low

1. Accident

Mp/Hi

2. Missing arrival

Lp/Mi

3. Viruses

Lp/Mi

4. Traffic cops

Hp/Mi-Hi

Note: Numerate and multiply, then add each columns to get Option Risk

CONCLUSION:



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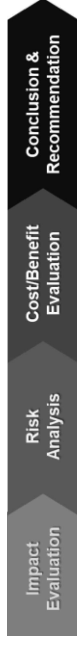


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BUSINESS CASE METHOD



Cost/Benefit Evaluation

Consider the Cost vs Benefit



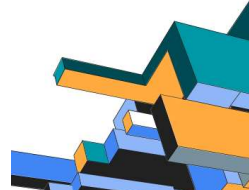
1. Low cost

2. Very safe

3. Great comfort

4. In control

CONCLUSION:



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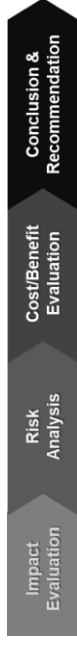


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BUSINESS CASE METHOD



Conclusion & Recommendation

Summarise and select Best Option

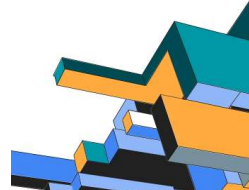


1. Impact

2. Risk

3. Cost benefit

CONCLUSION:



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Conclusion & Recommendation

Summarise and select Best Option

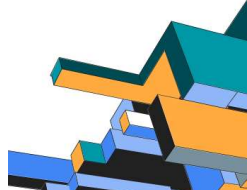
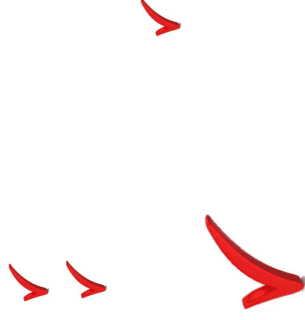


1. Impact

2. Risk

3. Cost benefit

CONCLUSION:



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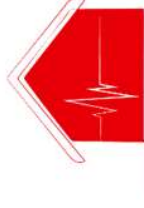
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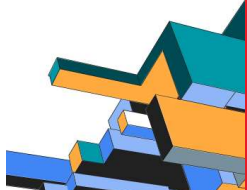
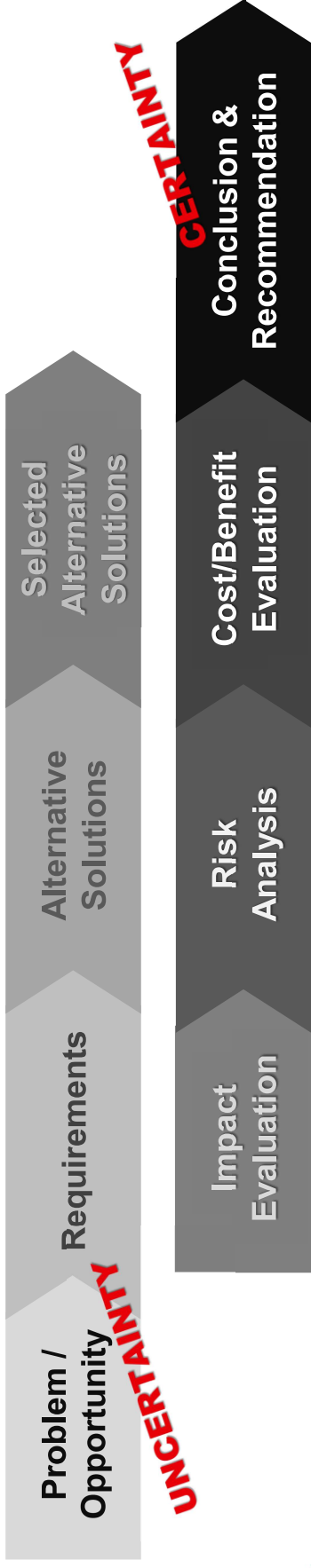
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USE OF BC METHOD

TO CREATE CERTAINTY FOR: Customers, Procurement & CEOs



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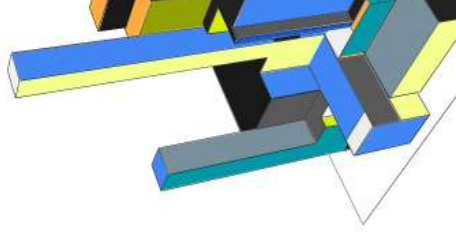
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AGENDA

HOW TO CREATE CERTAINTY:



- OPERATIONAL DECISIONS
- STRATEGIC DECISIONS



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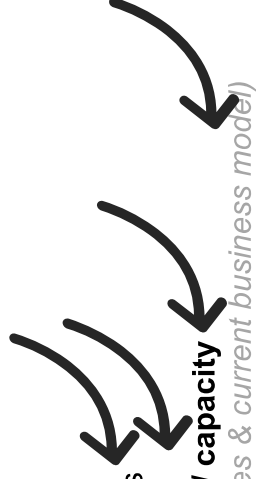


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Capability Based Strategic Plan

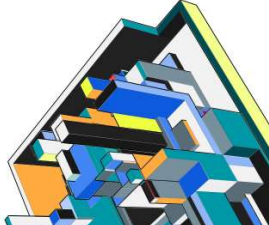
PART A: CURRENT SITUATION OVERVIEW

1. Purpose and scope of the document / Background
3. Values, company culture and structure
4. Stakeholders interests
5. Lessons learned from previous strategy implementations
6. Current **business model** (*1-Page format with narrative*)
7. **Current competitive / core capabilities / capacities / capacity**
8. Strengths and weaknesses (*of the operational capabilities & current business model*)
9. Constrains and limitations



PART B: THE DESIRED FUTURE

1. Winning aspiration (or MTP - Massive Transformative Purpose)
2. Strategic options and choices
2. Five-year growth **strategy** (*1-Page format with narrative*)
3. Future **business model** (*1-Page format with narrative*)
4. **Future competitive / core capabilities / capacities / capacity**
5. Financial Roadmap and funding strategy



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Capability Based Strategic Plan

CERTAINTY

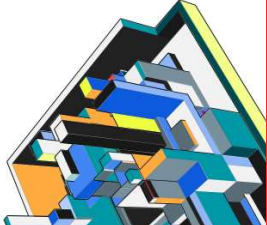
PART C: LONG-TERM STRATEGIC ROADMAP

1. Gap Analysis (*Current-to-Future business model roadmap*)
2. Implementation principles
3. Functional business model components
4. Implementation milestones
5. Proforma budget
6. Required initiatives / Project portfolio
7. Projects funding
8. Projects risks management

PART D: ONE-YEAR ACTION PLAN: 202x

1. Service delivery **strategy** (*1-Page format with narrative*)
2. Objectives and Key Results (OKRs) per department (*implement online form*)
3. Budget

CERTAINTY



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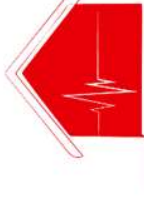
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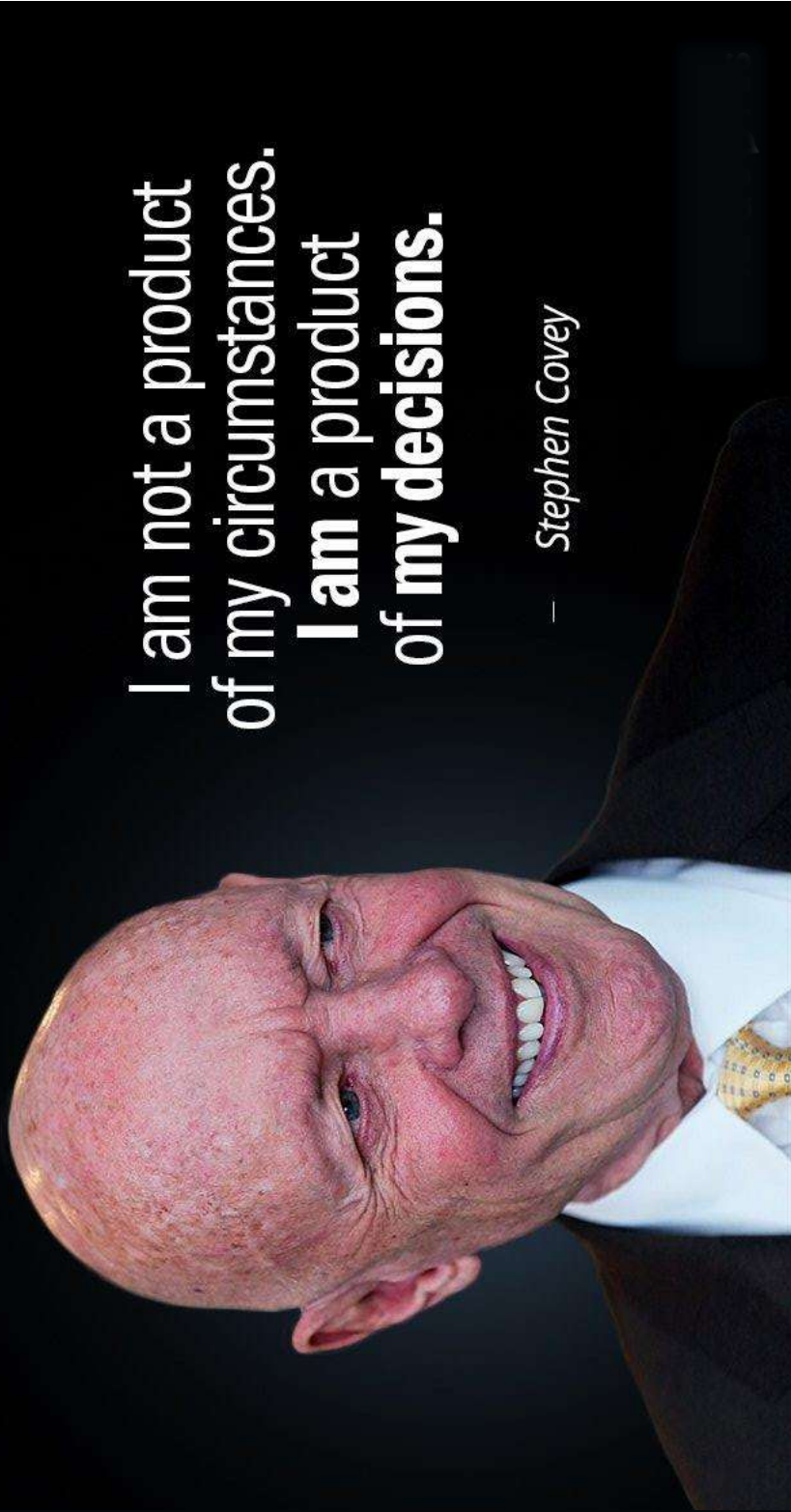


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I am not a product
of my circumstances.
I am a product
of **my decisions.**

— Stephen Covey

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LinkedIn: [linkedin.com/in/gerritbotha](https://www.linkedin.com/in/gerritbotha)

Web:

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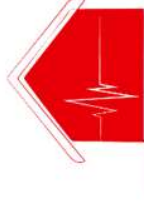
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Thank You



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Working goes on outside of your door



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