

## Strategic Review of Business (IAG BRAIN DIAGNOSTIC)

Have you ever wanted to review your business overall? Do you find measures only go so far? Do you know you have gaps but either can't get to the cause fully or trust your team to work with them?

Using over 30 years experience of solving problems for businesses one of the first issues we came up against was how do we create an engagement model that wasn't the same as what was already available. A diagnostics tool but with some depth to it to get "under the bonnet". It was then the Balanced Business Brain was born. Taking the best of various tools we knew we developed a model to assess all areas of the business simply and easily but with a bias in terms of the number one variable of business – people. You can read more of the origins of the model within the IAG Difference section -link!!

The assessment itself covers all 7 areas of the Business Brain model: Ambition, Brand, Talent, Architecture (Systems), Communication, Performance, and Learning but also creates additional focus around the Talent (People) aspects in terms of each focus we work with; whether it is Talent ([Inspiring Ambition](#)), Talent ([Improving Achievement](#)) or Talent ([Injecting Advantage](#)). This allows us to not only understand those individual areas but also the issues relating to alignment between departments and functions, and layers of responsibility.

In terms of the process for Strategic Review, the following would be followed;

1. All assessment is delivered on the platform so that means that we select the client's key sample of people across all levels and areas and we develop the communication required for the particular organisation. Those selected will then be sent an invite to partake in the assessment with their own link attached. After a few individual questions they would complete the assessment in terms of where they feel the organisation is now, and where it could be potentially based on what they observe. All results are kept confidential within the platform and can only be accessed by a member of the IAG team responsible for the company.
2. Following this, individual discussions will be held with Strategic Managers and other members of the sample to fully understand context to any areas for note. They would also be asked for any Business Plans, Financial or Market information to support areas of note.
3. It is only then where IAG will develop a report and arrange a Strategy Review with the Senior team to explore findings and develop an overall plan to move forward.

Also we would define how IAG may support the plan deployment and implementation.

### **Note:**

The Strategy Review itself is a 0.5 to 1 day event (which can be split into 2-3 sessions) and can be completed face-to-face or over Teams and Zoom. IAG brings a selection of 3 of its



main Directors and Associate Directors together to meet with the Senior Team. It covers all areas of the Balanced Brain model and aligns with ambitions, stakeholder analysis, financial review, market and brand review, sales review, as well as the areas impacting the Talent and the people. The action plan can be then developed taking note of impacts of implementation in one area at the cost of another and vice versa.