

# THE STRATEGIC DIAGNOSTIC PROGRAM

**RELIANCE**  
A E R O T E C H



## Contact Us

We welcome an opportunity to speak with you about implementing a Strategic Diagnostic for your organization. Please contact:

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## Accelerating Growth Through Stronger Brands

Reliance Aerotech uses **The Strategic Diagnostic Program** to rapidly develop a comprehensive strategic roadmap focused on brand building and actionable growth plans. The Strategic Diagnostic provides a stronger understanding of underlying issues to help organizations align their people internally around a clear, comprehensive plan focused on achieving growth. Without alignment, energy is dissipated throughout the company and growth remains elusive.

A five-step process, the Strategic Diagnostic produces results in weeks with minimum disruption to ongoing operations.

### Management Interviews >

One-on-one interviews are undertaken with a cross section of senior management. While a questionnaire forms the basis for the interviews, the style is conversational, allowing critical information to come forward that is often missed with conventional surveys. Also, the structure and wording of questions is designed to leverage the most information possible. All conversations are held in complete confidence.

### Customer Interviews >

Customer interviews serve as a reality check against the corporate positioning outlined by the senior management team. It consists of 6-8 one-on-one interviews with decision makers inside key and target customers. Qualitative customer research also adds understanding and depth to the statistics an organization gathers regarding the markets they serve.

### Analysis >

Analyzing the extensive, open-ended data gathered during the interview phase requires knowledge gained from experience. We look for agreement among the management team on the definition of the business, resource allocations, understanding of underlying success factors, etc. We rapidly put together a comprehensive roadmap senior management can use in developing strategies to take their organization to the next level.

### Report >

Diagnostics are not about reports that gather dust. Reliance Aerotech verbally and visually presents the report to senior management to ensure clear understanding of critical issues and to build dialogue on how the roadmap can be implemented to build brand and accelerate growth. The report provides benchmark data the company uses to measure progress in implementing its growth program. The emphasis is on creating action that delivers results.

### Customized Action Plans >

Following the report presentation, Reliance Aerotech works with senior management to develop a customized strategic planning process that addresses critical issues. The process could include initiatives such as leading a strategic retreat to build consensus around key issues, developing detailed planning on how growth objectives will be met within business platforms, focusing sales and customer service teams through our Brand in Practice Program, or working with special project teams to develop solutions to operational challenges.

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