

ABOUT STRATEGY DYNAMICS GLOBAL SA

From strategic inspiration to action!

Accelerating global challenges – and opportunities – mean business as usual in twenty, ten, or even five years, will be radically different to what we have known before. In an age of turmoil where visibility on the future is low, one thing is clear: Being able to anticipate and plan for change is more critical than ever, but few businesses have strong capabilities in this area. The missing link is often not information but the ability to translate trends and changes into actions that can drive future success.

That's where we come in :

Strategy Dynamics Global SA helps organizations and their leaders to navigate a complex, interconnected and uncertain world to move from strategic inspiration to action to drive future success.

The challenge: How do we stay ahead of the many, rapid changes happening?



Overloaded with data?



Understanding



Insight



What actions to take today?

What we do

Our ultimate aim is to help organizations and their leaders translate information about the changes in the world around us into positive actions today that can drive future success. The strategic inspiration of trends analysis is necessary but not sufficient: insights into what it means for your organization and corresponding action is the goal.

Depending on where your organization is in the process for moving from information to action, each of our integrated suite of services can be tailored to your needs.



STRATEGY	RESEARCH	EDUCATION
<ul style="list-style-type: none"> • Customized programs and working sessions • Strategy & innovation workshops • Speaking engagements 	<ul style="list-style-type: none"> • Trend reports, research & analysis • Industry/market analysis • Customized research 	<ul style="list-style-type: none"> • Educational materials • Executive education sessions • Trend exploration sessions

Research

Research activities focus on providing inspiration, both about the implications of change, and about how to move from trends to action. Our reports provide frameworks and data-rich analysis of key areas of change e.g. digitalization, demographic and social shifts, offering insights for all organizations into the potential implications of major changes. Flagship publications include **The Global Trends Report 2013** and **The Global Trends Fieldbook**. **Industry Briefs** look at how trends will impact specific markets, while free monthly briefings, interviews, and articles offer more food for thought.

We also undertake **customized research** for clients on specific markets and topics, informed by trends, e.g. market and competitor analysis, innovation assessments, and digital marketing innovations.

Education

Educational activities focus on expanding understanding and application of global trends among your target audience. This includes developing **general and customized educational materials**, e.g. case studies, trend overviews and toolkits to explore the specific implications of trends for your organization.

We also work with leading companies, educational institutions, business networks and conferences to create **executive education** and **trend exploration sessions** that bring global trends to action thinking into your organization.

Strategy

Strategy is about looking forward, understanding the strengths of your organization and the opportunities and challenges faced, to

build a vision, develop options for success, make informed choices, and plan to achieve it. Trends are a first input, but ultimately developing strategy is about harnessing hearts and minds to developing a compelling ambition and taking action on it. We offer significant experience with leading companies around the world in developing fully customized programs and sessions to drive strategy and innovation, as well as broader workshops on trends to strategic action and innovation. We also undertake speaking engagements on strategy and trends topics.

Our Clients

Our clients span continents and industries, from Europe to Asia, Africa and the Americas, and across sectors as diverse as consumer goods, pharmaceuticals, utilities, B2B engineering, consultancy and the public sector. We also work with leading academic institutions and not-for-profit groups.

Examples of our work include:

- Working with the CEO and top team of a global chemical, environmental and next generation materials company to develop a clear ambition, vision and strategy both to deliver in the short-term and to position for long-term success over the next 20 years, including developing new markets, capabilities and technologies.
- Facilitating the process of sharpening the strategy of a leading global snack company, including identifying new markets and initiatives to drive growth, with the CEO, executive committee and senior teams worldwide.

- Designing and developing a journey/process to assist the CEOs/senior leaders of (predominantly) food and beverage SMEs in developing their strategies, organizations and leadership capabilities, in conjunction with a leading industrial development organization.
- Session to explore the trends and potential implications of younger generations entering the workforce for the European HR team of a global FMCG company.
- Working with a leading industry foundation to assess potential projects in terms of innovation around sustainability.

What our clients say

“Thank you – we really enjoyed your presentation and your personal comments to us! It was really inspirational and insightful!”

European HR team, Global FMCG Company

“We have been getting nothing but positive feedback from the participants, many of which have pointed out what a great impression you made. It has been a pleasure to work with you, and I hope that we can have an opportunity to work together again before long.”

Leading European Industry Foundation

“It was a great success. The material was exactly what was needed for the kick-off. Thank you very much for your support.”

International Business School/Industry Consortium

Major publications

We publish www.GlobalTrends.com and our major publications are also available via Amazon.

Our reports, articles, briefings, blogs and tools are read and used in over 190 countries worldwide, by executives, researchers, academics, journalists and individuals interested in translating trends into positive action.



THE GLOBAL TRENDS FIELDBOOK:
From Data to Insights to Action



[The Global Trends Fieldbook : From data to insights to action](#)

Game changing trends are redefining our work, lives, societies and planet. Preparing an organization for this future is not an easy task. It means thinking differently, having a point of view on the future and taking action today. Drawing on a wealth of case studies and examples from BMW and DSM to

Tencent, Infosys and Realdania, and the analysis in The Global Trends Report, The Global Trends Fieldbook focuses on the critical steps of moving from data to insights to taking actions today to prepare businesses, governments, NGOs and societies for the future.



THE GLOBAL TRENDS REPORT 2013:
Towards a distributed future

[The Global Trends Report 2013: Towards a distributed future](#)

The world is becoming more distributed, not only in terms of consumption, but increasingly in terms of production, resources, knowledge and power. Power is shifting from traditional institutions towards individuals, communities and businesses. Distributed networks and collaboration are more important than

ever, not only to address global issues including resource scarcity, but also to create and capture value in a world of more demanding consumers and customers who increasingly have the tools to create value themselves, potentially redefining whole markets. The business of the future will not be at the center of the playing field – the consumer will, with social technologies as key linkages. Is your organization prepared for this future? The Global Trends Report 2013 offers insights, implications, examples and frameworks to help you define your point of view on the future.



[Ready? The 3Rs of Preparing Your Organization for the Future](#)

From interviews with 156 CEOs and senior leaders of organizations from around the world and our work with top teams of leading companies, this book offers insights and practical tools for leaders preparing their businesses, and themselves, for the future. The focus is on what actions can be taken today to prepare - including how to bridge the gap between delivering today and succeeding in the future. Are you ready?

For more information

Further information on our content and services may be found on www.globaltrends.com

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