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**Guest,**

**Welcome to:**

## **Global Strategic Planning - What are the 10 Top Considerations?**

Presented by  
Lighthouse Consulting Services, LLC

To print program slides, click here: 



**Featured Guest:**

Tom Drucker  
Senior Consultant, Lighthouse Consulting Services, LLC

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**Host:**

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## Issue #1 and #2

1. Planning is a process, not an event. It's a dynamic document, not something that is prepared once a year and lives in a file nobody refers to.
2. Global planning requires an unbiased examination of your current sales and distribution strategy, manufacturing costs and options and a general assessment of the strengths and weaknesses of your firm as it operates today.



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## Issue #3 and #4

3. Don't assume your current business model can just be replicated or exported.
  - The Harley Davidson story is a good example of a false start leading to a successful global solution.
4. Never underestimate the value and power of your brand.
  - Playboy's global expansion saved the company at a time when domestic revenues were deteriorating.
  - Swensen's Ice cream, a San Francisco based firm founded in the 70's, has virtually disappeared from the US while flourishing in Asian markets.

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## Issue #5

5. A global plan may be most cost effectively and rapidly effectively achieved through acquisition rather than internal expansion.
- Studying your competition here and abroad can often prove to be a valuable way to jumpstart broadening your global sales.
  - The VingCard Elsafe example.



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## Issue #6

6. Not everyone thinks like you do. A company considering expanding their sales through expanding their global distribution should integrate into their planning team people with different nationalities and diverse business experiences.
- Sometimes expansion plans are driven by the accident of passionate partners willing to take a risk. For example, In-N-Out burger will soon open in Singapore.



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## Issue #7

7. Don't rush your global planning or your global expansion. Employee development, market tests and analysis can pay off by reducing the size of your immediate investment and the ability to refine and learn as you go.
- Example of recent technologies: Alcatel-Lucent expansion cost the company over a billion dollars for technology that proved less effective and less cost-efficient than standard cellular.

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## Issue #8

8. Be fact and data driven rather than be caught up in the emotions of wanting to expand your sales beyond your current boundaries.
- Gathering market and consumer data, often purchased or commissioned from reliable sources can be an essential cost-effective tool rather than assuming your business model and assumptions are translatable to other countries and cultures.
  - McDonald's sales in France dramatically increased when they started to sell wine.

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## Issue #9

9. Remember your customers satisfaction is paramount to success just as national and international trends of environmental concerns, corporate social responsibility and consumer habits ultimately determine the effectiveness of your plans and success of your business.
- Wal-Mart is a good example of a company, starting years ago, to demand more sustainable packing practices and a focus on reducing their carbon footprint which has made their global expansion more successful.



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## Issue #10

10. Smart people know they don't know everything.
- Global strategic planning requires a good combination of talent from both inside and outside your current company.
  - Many rapidly growing companies have lost significant money and momentum by not taking these previous 9 issues seriously.



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