

# Strategy alignment in preparation for uncertainty...



## Client need

In lieu of a potential downturn, a Fortune 200 manufacturer of scientific instruments, reagents, software and services partnered with BTS to prepare their leaders with the tools, frameworks and a playbook to anticipate, respond and thrive through a recession.



## The solution...

- **Aligned leaders around the right signals and analytics** to monitor their business unit, function and take proactive steps.
- **Helped prioritize and sequence different "recession plays,"** which were refined through multiple evaluations and vetted by company executives.
- **Identified how to mitigate or manage risk** by taking a hard look at their value chain, market dynamics, competitors, and customers to shift focus to higher priority opportunities.
- **Energized leaders to take deliberate actions** to leverage cross-BU strengths and get closer to customers by identifying unique elements of their value proposition, balance sheet, and product portfolio mix.



## Results

**300+** commitments shared  
**100%** participants came up with "recession plays" they had not identified before



80% of my leaders in place were not running a business in the last recession



You gave us a lot to think about and I can see my team taking this very seriously



I will reach out to other BUs now to work together on some of our plays



# Journey Overview

## Two Virtual 90 min Webinars Followed By Inter-session Go-Dos

