

# Freedom2Act

## Board Strategy Day



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- **Guarantees increased profitability**
- **Perform a 360 degree business health check**
- **Shortcut to quick operational results**
  - **Creates roadmap to the future**
  - **Advanced SWOT analysis**
  - **Consensus on a company's "as-is" situation**
  - **Overview of strategic opportunities**
  - **Launch initiatives reducing exposure to non-financial risks**



# A Few Facts...



## *Ernst & Young*

- 61% largest value losses were due to **strategic risks**, and 33% to **operational risks**.  
*Yet, focus is mostly on financial and hazard risks!*

## *Copenhagen Business School*

- Half of 160 of the largest Danish corporations experienced major "surprises" the preceding 5 years.

## *McKinsey Quarterly*

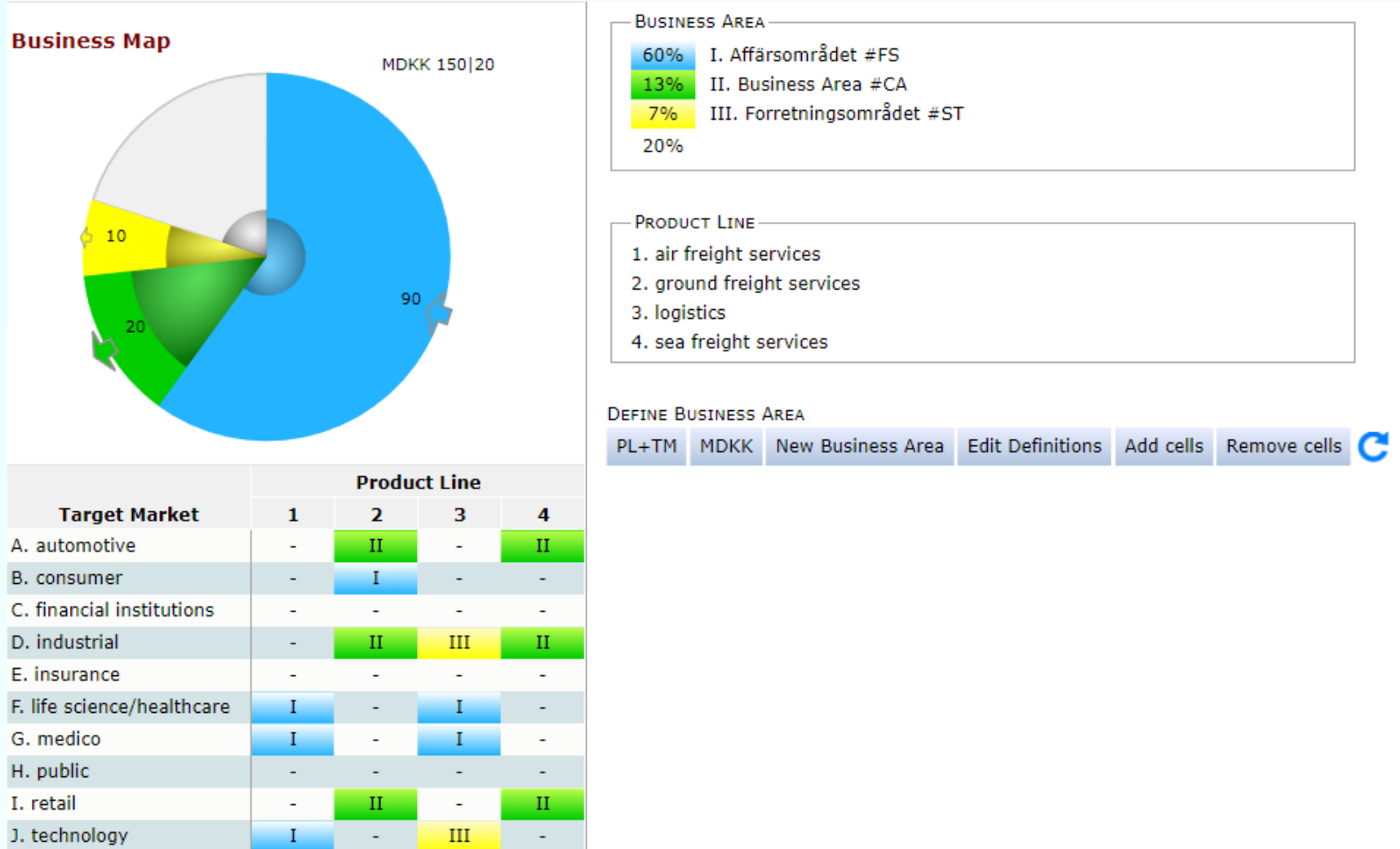
- 30% probability that a company in the industry's upper quarter will not be there in five years!

# Risks Have Many Sources

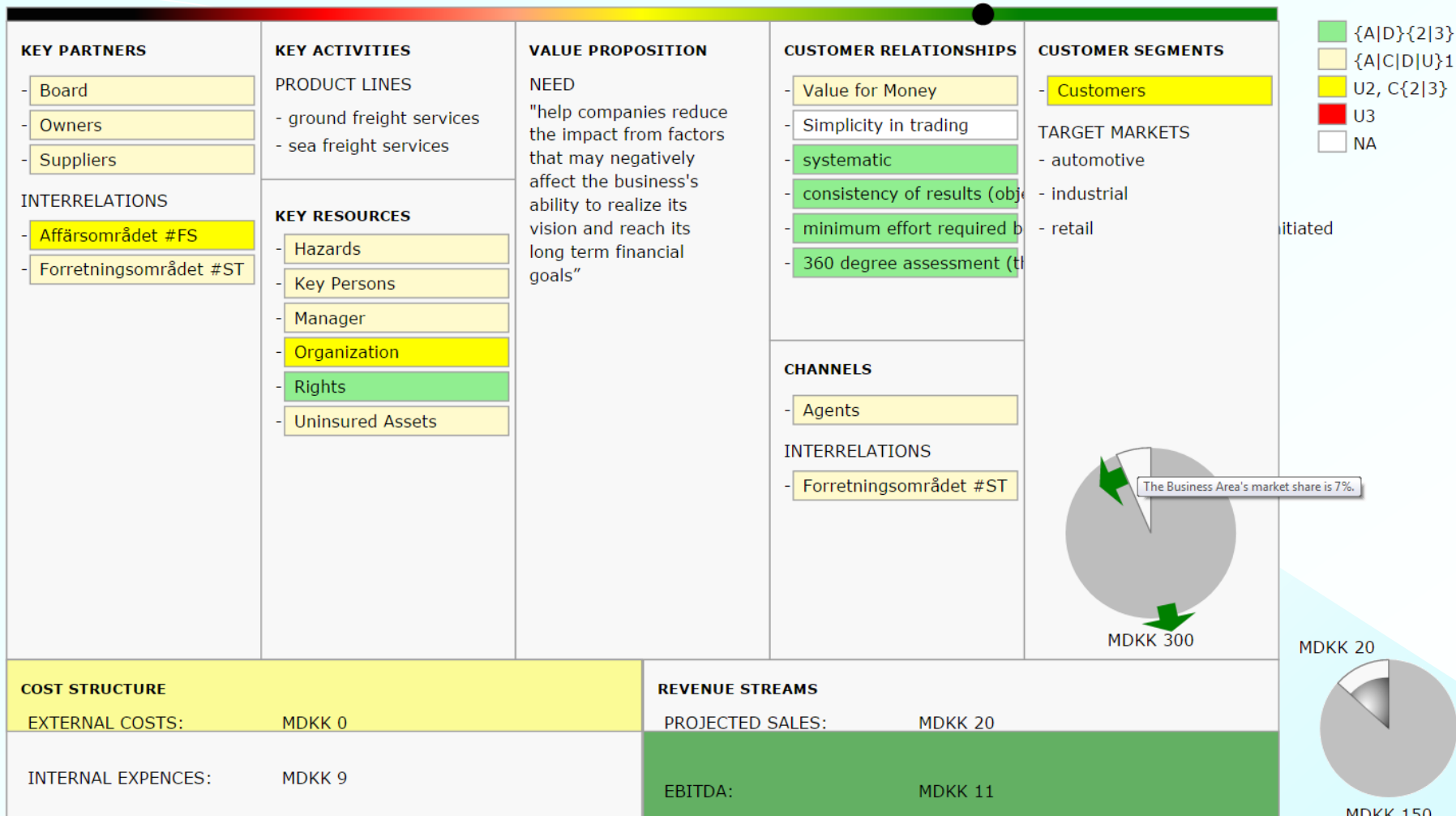


# What a Difference a Few Hours Can Make

## Overview of businesses



# Business Model Canvas

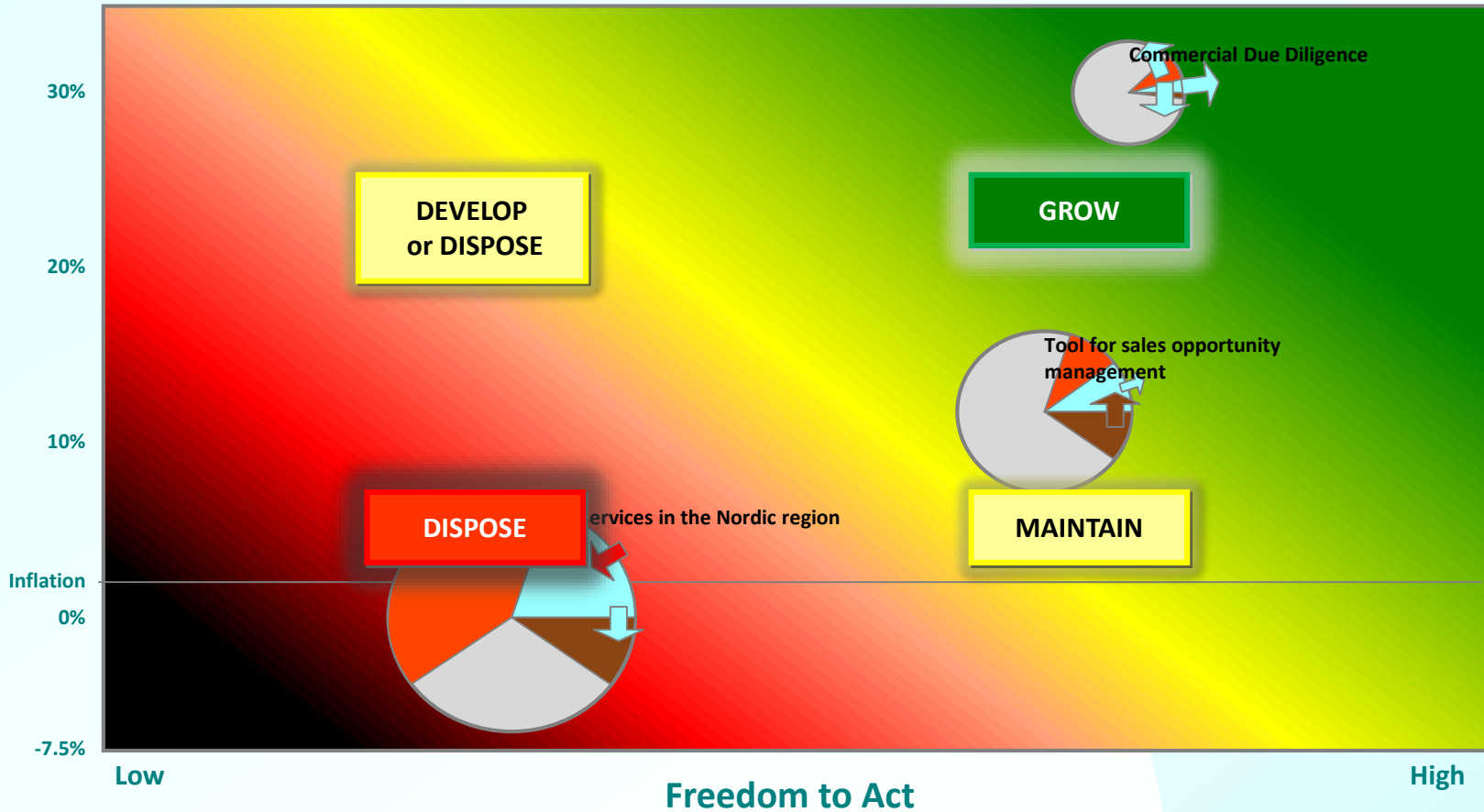


# What a Difference a Day Can Make

Overview of strategic opportunities and threats

Diagnosis

Market Growth Rate



# Better Understanding of the Company's Business

- Multiple-choice Test
- Enforces shared answer
- Questions posted adapt to previous answers
- *“Down-to-earth questions”*
- *“Very commercially minded”*
- *“Governed by reality rather than theory”*

Business Area: Commercial Due Diligence (20 | 20 | 11) XYZ Inc

### Uninsured Assets

UNINSURED ASSETS  
How big is the biggest single uninsured asset used within the business area that occurs during the next 12 months?

EXAMPLES: The sum of all customer claims to the same company; sum of equities, debt and other securities of another company; inadequate transportation insurance.

1. The biggest single uninsured asset is less than MDKK 2.2.  
 2. The biggest single uninsured asset is between MDKK 2.2 and 20.  
 3. The biggest single uninsured asset is greater than MDKK 20.

Set a check if the answer shall apply to all business areas.

Close Reload Previous Jump Next

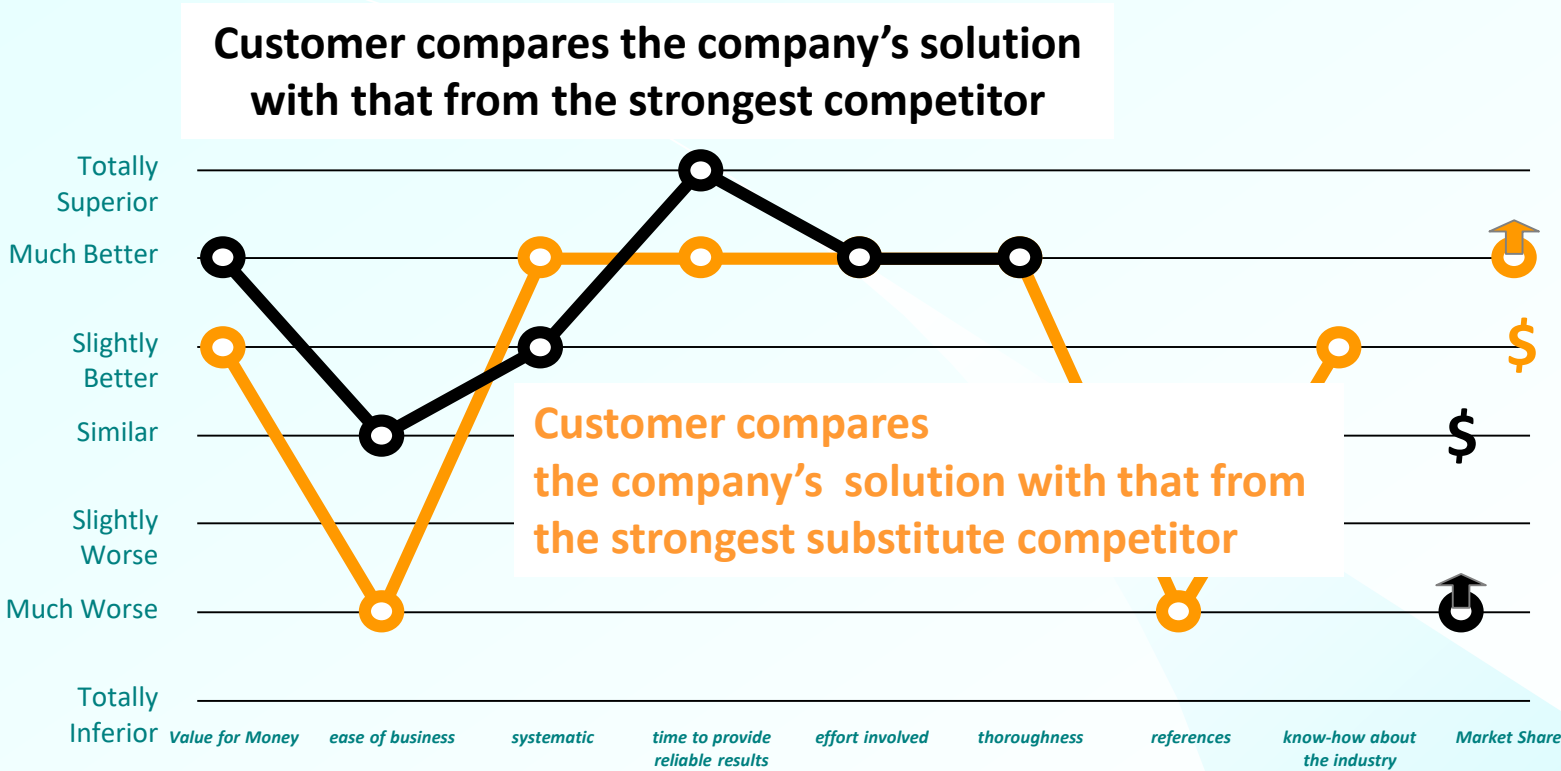
#2:BalanceItems

Testimonials by Group President in global shipping, logistics and marine services provider





# Understanding of the Competitive Situation



## The Customers' Unique Buying Points™

# Better Advise to the Company

Create overview and reduce losses from non-financial risks

## Deadlines/Milestones

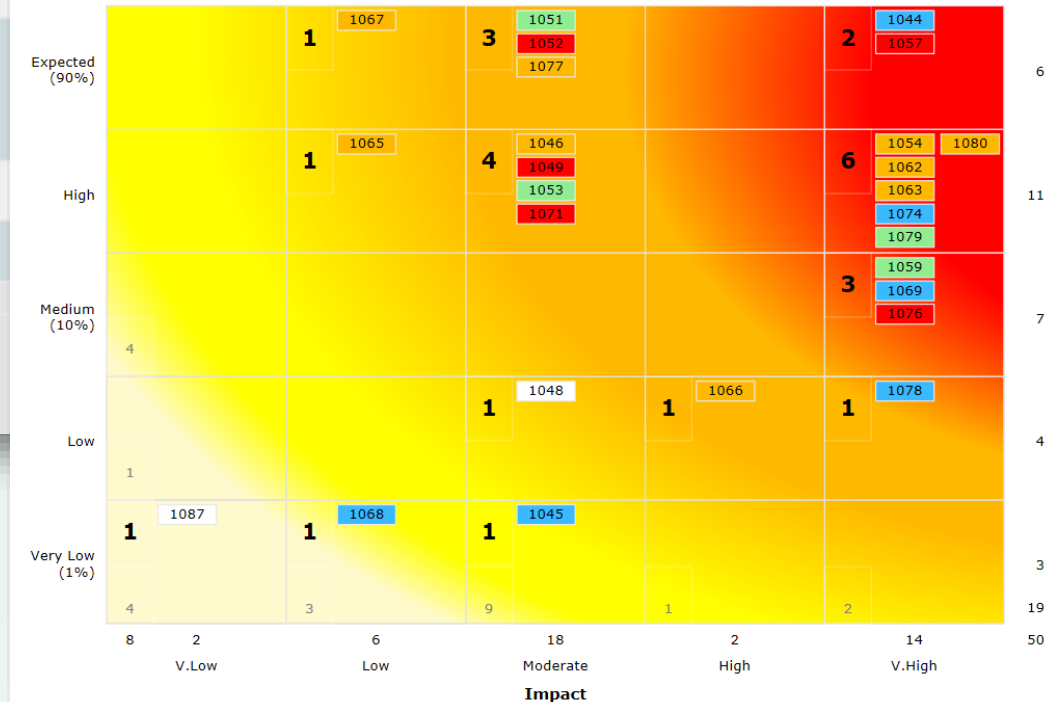
Owner	-	Accepted	Overdue	Deadlines for Planning Phase						Deadlines for Implementation Phase			
				0-2 weeks	2-4w	4-6w	6w-2m	2-3m	3+m	Overdue	0-1 month	1-2m	2+m
	1097	1087 1055 1060 1088 1092	1061	1056 1073 1082 1086 1094	1048		1050 1072 1085	1070					
CEO				1077									
FR		1046	1059 1062 1063 1065 1096	1054 1069 1066 1067 1068	1074 1078 1045 1058		1044						
NN		1043 1090	1080	1083 1084									
WHO			1064	1075 1081									
Summary	1	8	8	15	5		4						

## Risk

-	Low	Moderate	High	Critical
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## Risk Map




### Likelihood





# Risk Item Progress Management

## Overview

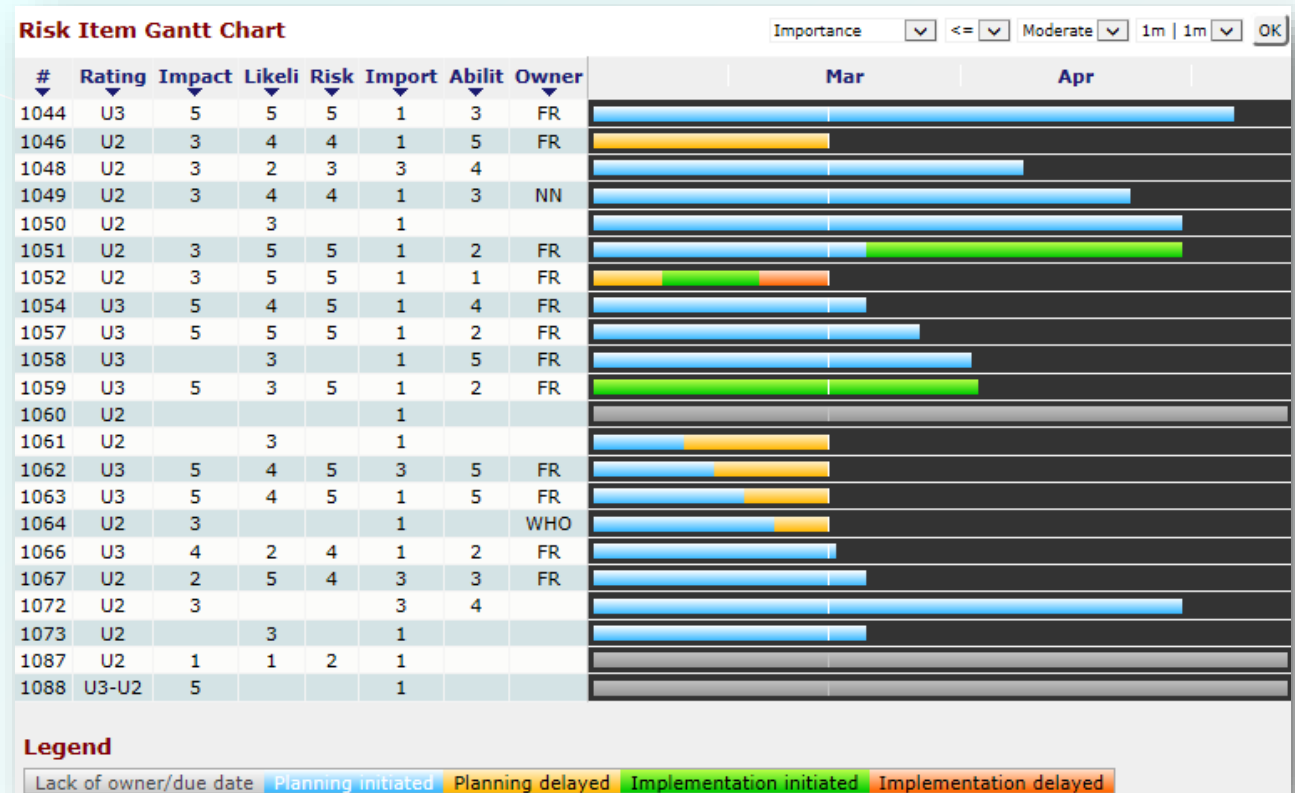
### Planning phase

-  Lack of owner/due date
-  Planning initiated
-  Planning delayed

### Implementation

-  Implementation initiated
-  Implementation delayed

## Quick identification of delays



# Freedom2Act Strategy Review™

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*“The road to achieve goals is paved with stones, some small, some large, some boulders .....*

*.....removing large “stones” increases the success rate!”*

***Quick and efficient generation of a “Roadmap” to the future***

*Citation: Johan Mellin, Commercial Risk Manager, TeliaSonera*



# Proven Technology

Proven on more than a thousand businesses  
large and small  
in  
Northern Europe



# Selected References and Testimonials



Johan Mellin, Commercial Risk Manager, TeliaSonera:

“Fast and efficient generation of a “Roadmap” to the future.”

SVP, International Fire Service, Falck :

“Contains what is required to analyze a company and come to concrete actions.”

“The analysis is based upon internal knowledge.”

“Provides a more strict business case.”

“Visibility on competences.”

“Rapid identification of problem areas.”

“Good to jumpstart integration processes.”

“May affect multiplier from 6½ to 7.”

Senior Director, Novozymes:

“A tool that is very relevant in companies that do not master strategy processes.”

“Extremely useful for commercial due diligence processes in acquisitions.”

“Quick and effective transfer of knowledge from the acquired company to purchaser.”



# Who are We?

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## Freedom2Act ApS

- Founded 2001
- Strategy reviews
- Risk identification and assessments
- Risk mitigation
- Portfolio segmentation

## Partners

- Bluecon
- IIB Executive Consultants

## Finn Ritslev, Founder and CEO

- M.ScEE, DTU, Denmark  
PED, IMD Business School, Switzerland
- Software development,  
project management,  
marketing and sales,  
business development, and  
strategic planning



**Reach Us On ...**

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**[www.freedom2act.com](http://www.freedom2act.com)**

**if you want to know more**





# Focus Areas

