



Strategic insight

Research and analysis services for
SMBs in an uncertain world

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In a nutshell, what we do...

Equip SMBs to survive and prosper in undercertain times, by
sourcing the insight that matters



How we do it

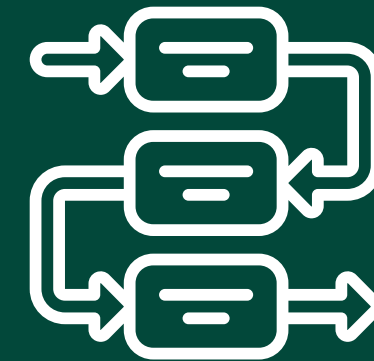
Use diverse sources



Faciliate expert input



Use proven methods



Learn from history



Optimise VFM



Enable self-sufficiency



Context



Climate change



Global power shifts



Disruptive digital technologies



Changing attitudes and worldviews



Supply and price pressures



New forms of competition



Policy and regulation



Changing consumer behaviour



New employee expectations



Technology dilemmas

Problem statement

When insight into today's customer is, by itself, is not enough to ensure survival and success, how can SMBs navigate uncertain futures and grow?"



Foresight challenges



TIME

of dedicated studies and tracking

COST

of agencies or staff

CAPABILITIES

to source & interpret insight

OBJECTIVITY

to avoid biases

NETWORKS

are smaller than with corporates

EXPERIENCES

of staff are narrower than corporates

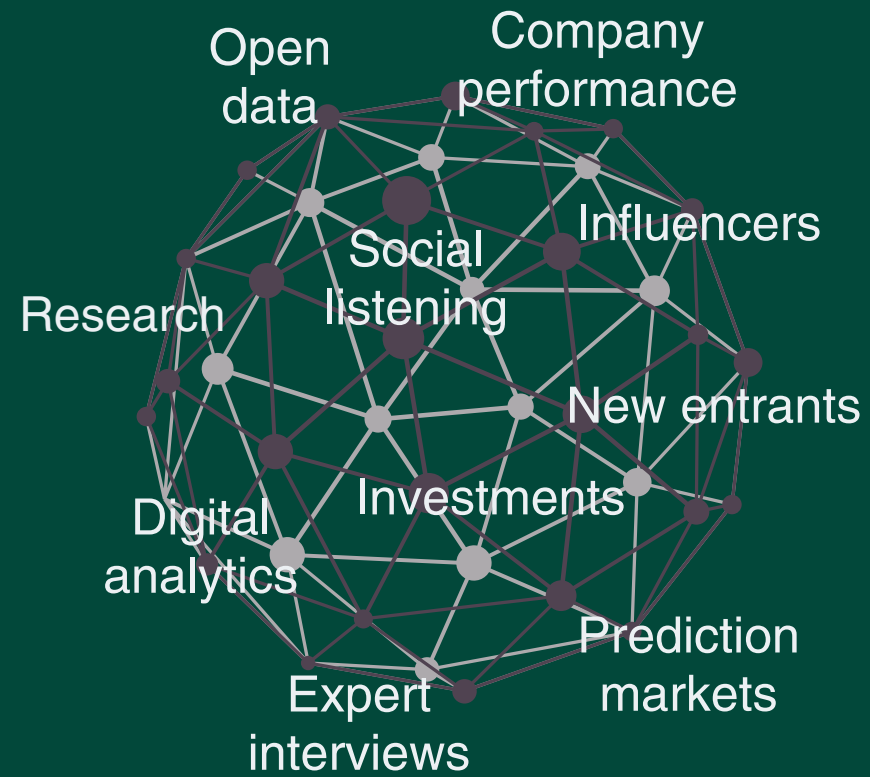
IT & DATA

skills to embed tech is less than corporates



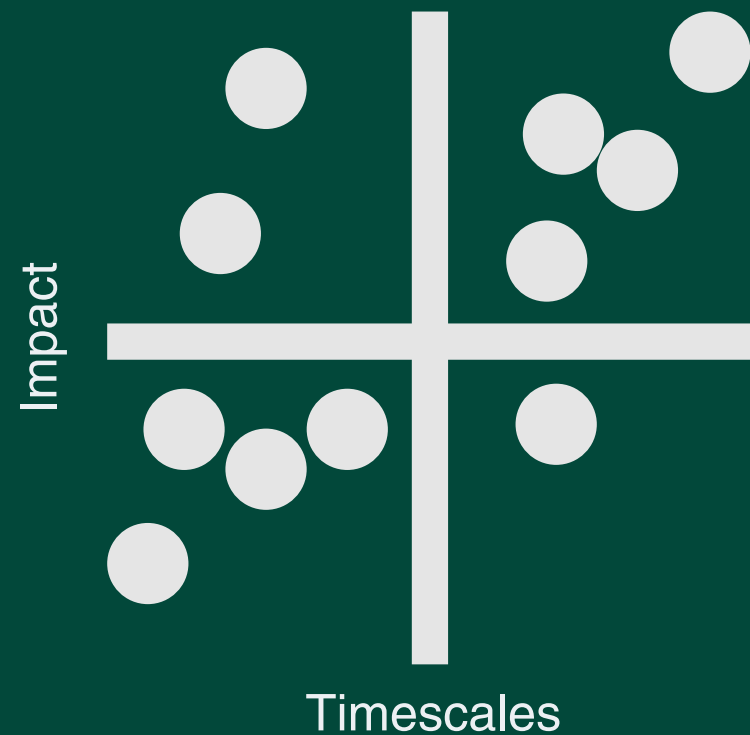
Approach

COLLECT



TRENDS

CONSOLIDATE



PRIORITIES

COLLABORATE



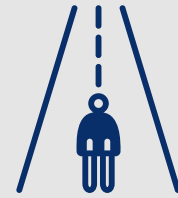
OPPS & THREATS

CONCLUDE



OPTIONS

Services



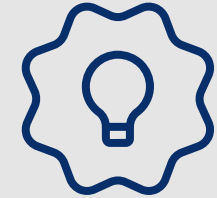
Foundations

Audit your business foresight, start to explore trends and concepts of scenario planning



Map

Identify, interpret and prioritise trends, build scenarios and derive business implications



Discover

Gather the consumer, stakeholder, and expert insight to be able to tackle specific challenges



Test

Test, rank, optimise and refine product, marketing or service ideas to pursue the best



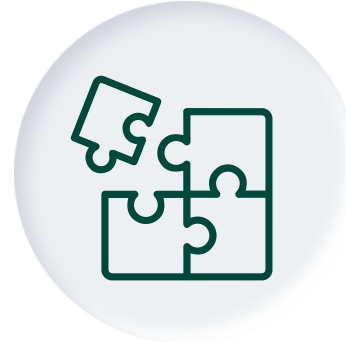
Sustain

Create a plan to build foresight by embedding new tools and routines into your business.



RESEARCH & ANALYSIS FOR SMBS

External Benefits



Strengthen strategy

Harness external and internal insight to identify current and future options



Enhance innovation

Find growth opportunities in un-met and emerging consumer needs.



Build foresight

Embed routines and tools to gain earlier and clearer market understanding



RESEARCH & ANALYSIS FOR SMBS

Internal Benefits



Harness diversity

Use approaches to encourage constructive debate about the future.



Build a learning culture

Use approaches that encourage staff to learn from each other



Tackle biases

Think critically to consider future scenarios



Thank You

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