



KEGON

“ A sustainable strategy,
rather than a 5-year PowerPoint.



KEGON AG

C2S: Complexity to success

Strategy development is a critical and decisive process for the entire company. It is where the course is set for long periods of time and where guidelines are established for countless business decisions.

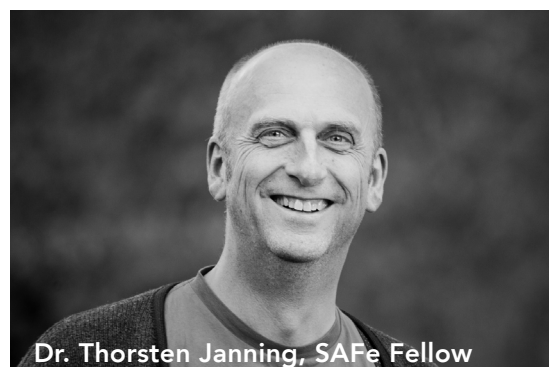
We asked ourselves, if this process affects the whole company, why should it be planned by only a few or even external people.



The KEGON strategy process therefore follows a collaborative and iterative approach. Strategy development must not be a one-way street with a supposedly certain goal. We regard the creation of a strategy as an ongoing process. The development, and in particular the adaptation, of the corporate strategy takes place in iteratively recurring events. Here we look at the latest developments in the corporate environment, among competitors and the overall market and work these into the strategy planning together with your team.

In this way, you and your employees - in short, the people who really know your company - can contribute to its strategic direction. In this way, we jointly establish the most comprehensive alignment possible with the strategy that has been developed, in order to be able to implement it with a high level of acceptance and a broad base.

Contact us and get to know the **KEGON C2S process** as the basis for lean agile portfolio management!



Dr. Thorsten Janning, SAFe Fellow