



CASE STUDY : EXTERNAL INPUT TO STRATEGIC PLANNING

“Line of Sight gave us an objective view of our business and where it was headed. It was not what we hoped to hear, but their assessment was on target and gave us the context and facts we could take to our board and begin making some needed changes.”

**Chief Executive Officer
Health Care**

Situation:

Each year, a \$150 million health care company updates its understanding of the opportunities and threats it faces in its core business as it heads into strategic planning sessions with the executive team and the board of directors.

Solution:

Each year, Line of Sight Group’s (LoSG) analysts conduct a broad landscape analysis of the changes occurring in the industry and the client’s target markets. The competitor’s response to those changes is also analyzed to better understand the opportunities and threats those changes represent. The result is a longitudinal map of where the market is headed and where potential opportunities and threats exist.

Benefit:

The client uses this analysis as input into its strategic planning process where the executive team places its bets for the coming year and into the future. In its core markets, they make resource allocation decisions related to enhancing current product offerings or changing its promotional messaging and sales tactics to take advantage of developing opportunities. Potential new product and market opportunities may be identified and assessed for their strategic fit and size. At the same time, management assesses threats and develops contingency plans for appropriate response. As the strategic plan is



completed, the key assumptions, such as growth of a certain market or behavior of a certain competitor, are documented. These assumptions, then, become the key topics that will be monitored in the coming year to enable management to respond when unexpected developments occur.

