



Strategic planning

The **resource analysis** according to the **six-M-method** helps you to better understand your competitors and yourself (checklist):

Resources

Strategic approaches

Men

- Top management
- Management
- Employees
- Apprentices

- Personnel portfolio
- Strategic leadership
- Corporate culture

Machinery & plants

- Buildings
- Sites
- Machinery pool
- Tools

- Asset value analyses
- Location policy
- Investment emphasis
- Production strategies

Material

- Raw material, process materials
- New materials
- Information

- Logistics strategies
- Quality strategies
- Service strategies
- New developments etc.
- Etc.

Methods (instruments, organization)

- Management organization
- Controlling instruments
- Attraction systems
- Project management

- Decentralization strategies (holding, SBU's, fields of activity)
- Planning and controlling systems
- Bonuses, extra pay, participations
- Advancement programs
- Project groups
- Etc.

Money

- Liquidity, cash flow
- Capital resources
- Yields
- Hidden reserves

- Liquidity strategies
- Cash management
- Risk principles
- Capital increase- and utilization policy
- Valuation policy
- Etc.

Milieu

- Management
- Corporate culture
- Organization climate
- Staff orientation

- Leadership behaviour
- Symbols, rites
- Staff development strategies
- Etc.