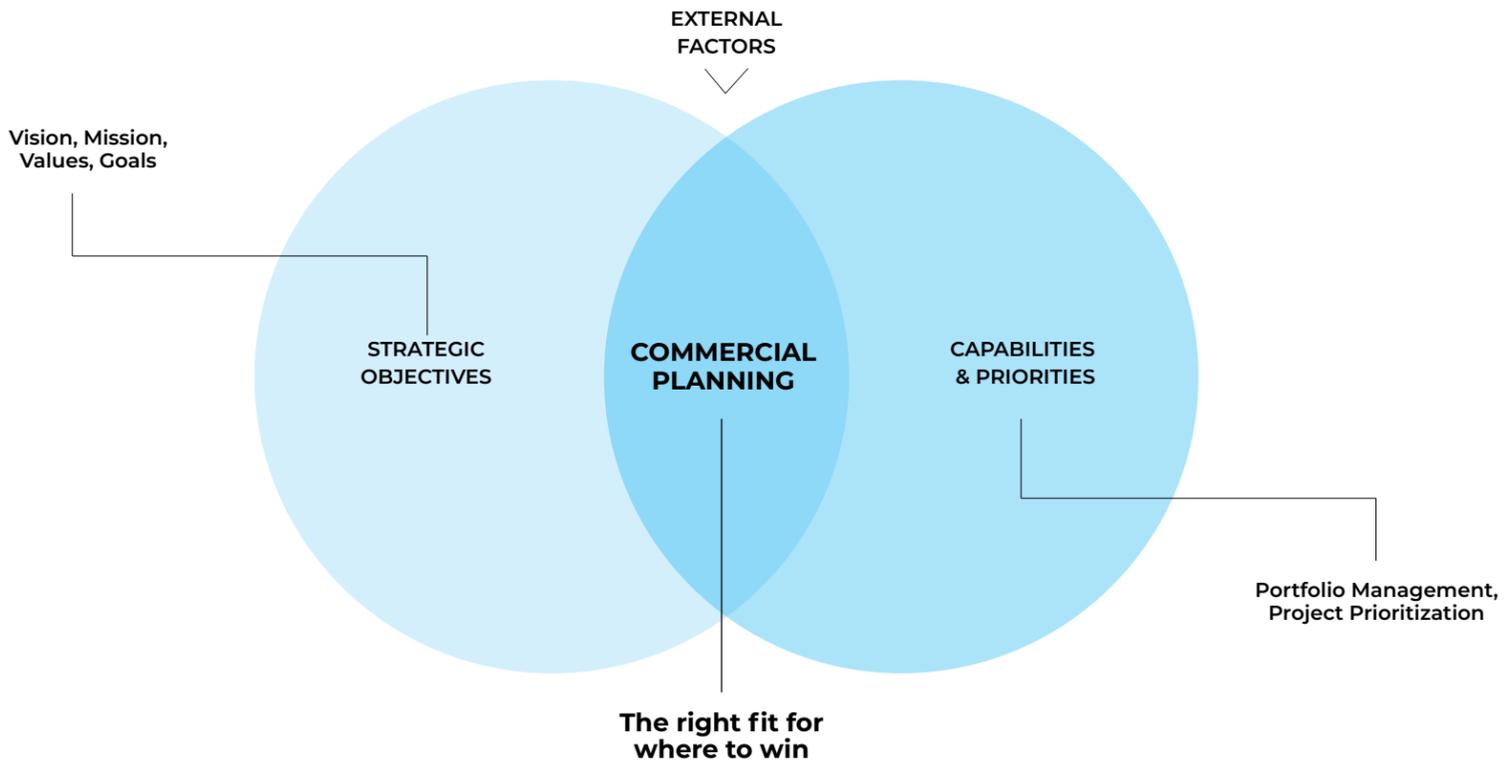


# Re-forecasting Commercial Plans for Industries, Markets, and Customers

You have done strategic re-planning. You have re-assessed and re-prioritized your key projects from M&A and integration management to digital transformation. With recent changes in the market are your commercial plans to hit revenue targets still accurate?

During turbulent times, commercial plans require a refresh. Not only does the marketplace change, but the regulatory environment and industry overall shift to meet new levels of demand. Commercial plans that were relevant just a few months ago during annual planning sessions may no longer be relevant for multiple reasons: business models had to change quickly, long-term strategy was trumped by immediate needs, and not responding was riskier than acting with urgency.

## ALIGNING COMMERCIAL PLANNING IN ANY SCENARIO



## QUESTIONS TO BE ADDRESSED

Before the dust settles from the actions you've taken, key questions need to be addressed:

What are new indicators for success in channels, products, and services?

How do we make new, better informed strategic decisions?

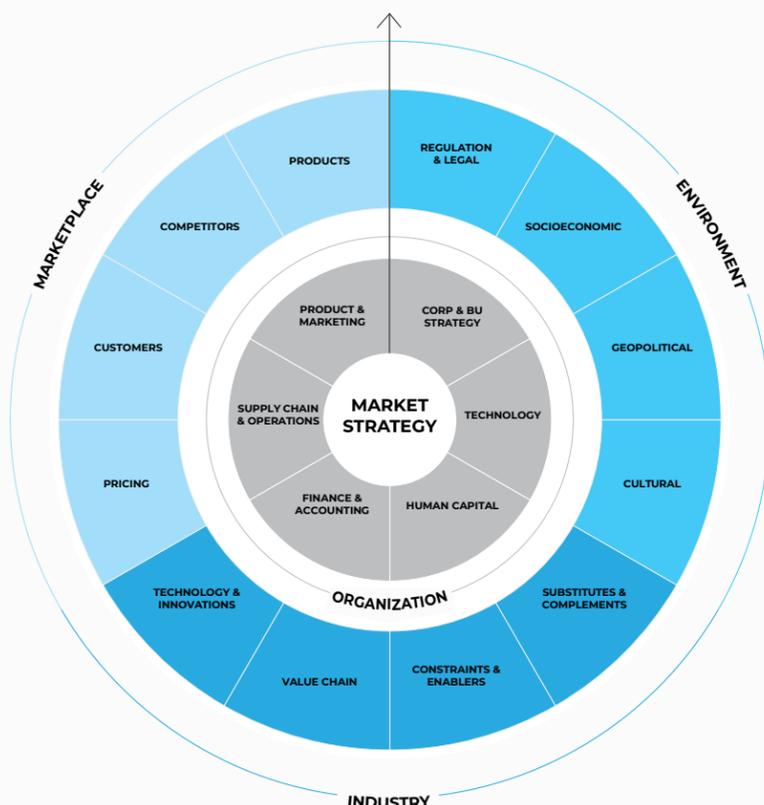
What information do we need to update to forecast the next normal?

How have our insights changed and what additional and new data do we need?

These questions can be answered by a robust strategic planning toolkit with a common set of well-understood tools. One of those key tools is a **Market Strategy Compass** to align your teams to true north. To plan your next strategic move, Jabian's Market Strategy Compass enables an effective lens through which to consider your commercial plans.

## HOW TO USE JABIAN'S MARKET STRATEGY COMPASS IN TIMES OF MARKET DISRUPTION

Jabian's Market Strategy Compass is one of many tools Jabian brings to the table for addressing Executives' critical concerns and validating updated go-to-market strategy.



### 1. HEATMAP PRODUCTS & SERVICES



Mark Red, Yellow, or Green

### 2. PRIORITIZE RAPID REVENUE STRATEGY

- + Areas of urgency and impact
- + Sustainable profitable growth (SPG)
- + Alternatives that hold in the next normal

### 3. ADDRESS THE COMPASS AREAS

- + Environment headwinds and tailwinds
- + Industry penetration and competitive moves
- + Marketplace changes and customer behaviors

### 4. ALIGN YOUR ORGANIZATION TO ACTION

- + Ensure the compass heatmap informs scenario planning and project prioritization in the next normal

If you are interested in learning more about how Jabian can help your strategic plans, simply contact us at [jabian.com/planahead](http://jabian.com/planahead).