



GLOBAL
• **BLUEPRINT**
PROGRAMME •



INTERNATIONAL
TRADE MATTERS



WHO IS IT FOR?

Global Blueprint Programme is suitable for all sizes of company, from micros responding to their first international enquiry, to large corporations serving a portfolio of overseas markets. It enables a refreshed, dynamic and structured approach to commercial operations, designed to be resilient in a fast-changing and uncertain world.

A READINESS TOOL FOR BUSINESS RECOVERY, GROWTH AND INTERNATIONALISATION



OPTIMISING OPPORTUNITY

Explore and unlock potential within your organisation using a detailed, visual tool to establish current and future state, leadership signatures, pathways and opportunities.

The Global Blueprint Programme has been created and developed by International Trade Matters Ltd to assist those companies engaged in, or about to engage in International Trade.

Global Blueprint Programme is an intensive one-to-one workshop series, relevant for business leaders at any stage in their journey from start-up/recovery through domestic development and first experiences of importing/exporting to growth across international markets. Moreover, it enables you to prepare your business strategy for an uncertain world.

- Examine the architecture of your operation, overlaid within global context, matching specific skills to specific challenges and identifying gaps to take advantage of opportunity and limit risks.
- Understand your teams and cascade leadership roles to increase effectiveness and autonomous, agile behaviour.
- Develop resilience and preparedness for the unpredictable as a sustainable business of the now and for the future.

IN-DEPTH ANALYSIS

Developing an architectural model allows Leaders to manage in times of volatile uncertainty. The one-page Visual Management tool outlines current state, overlaid with future state and matched against the global context.



GLOBAL
CONTEXT

Being able to distribute leadership by matching specific skills to specific challenges enables the whole team to avoid problems by taking advantage of or avoiding risk.



Global Blueprint Programme uses proven strategic tools such as **Sensemaking** as building blocks to enable in-depth analysis and development of flexible, resilient teams and resources

“Sensemaking refers to how we structure the unknown so as to be able to act in it.”

PROF. DEBORAH ANCONA; MIT SLOAN SCHOOL OF MANAGEMENT

UNDERSTANDING THE **NOW...**

established markets

existing business

capabilities

threats

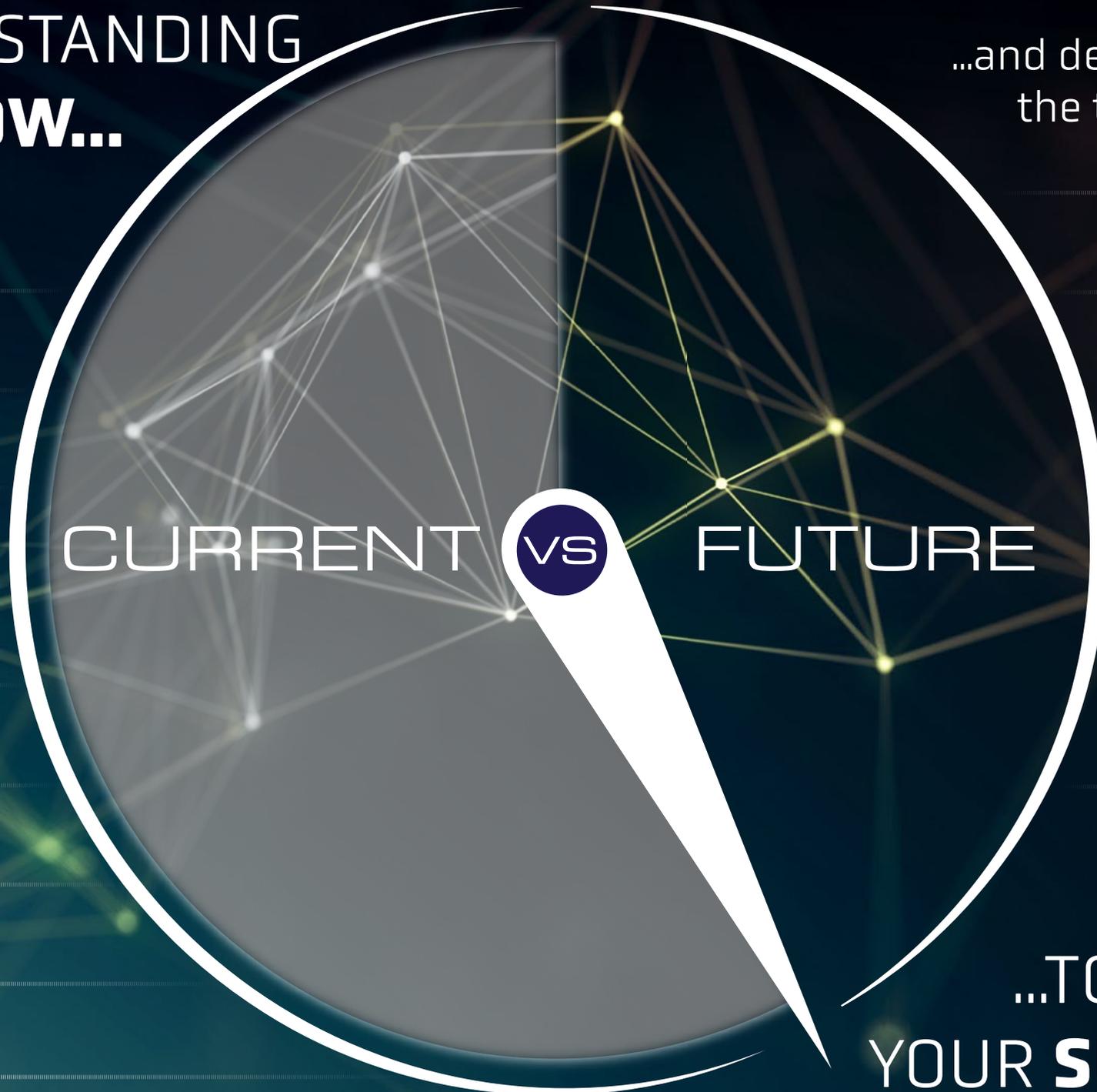
strengths

compliance

team dynamics

consumer profiles

distribution channels



...and developing
the tools...

new technology

political change

culture shift

legislation

competition

climate change

emerging markets

...TO SHAPE
YOUR **SUCCESS**

DAY 1

sensemaking

alignment

DAY 2

revisualisation
+
prioritisation

action planning

GLOBAL BLUEPRINT PROGRAMME

PROGRAMME DELIVERY

Global Blueprint Programme is delivered in modules across a total period of 3 days. You can choose an intense full-day process or break the sessions into half-days to allow time for reflection and development. The content comprises two days of strategic analysis, planning & optimisation, followed by one day of bespoke training & development which can be delivered to the wider team to upskill or improve operational skill levels.

DAY 3

bespoke training

Collective learning helps to energise teams and develop cohesive vision throughout your organisation, increasing collaborative input and efficiencies

TANGIBLE OUTCOMES

- A clear strategic vision of which country to approach
- A dynamic visual management map
- Enhanced or improved skills in importing and exporting
- Connections for further support, advice or training
- A template for further expansion

What our clients say...

Global Blueprint Programme is more than an export tool. It helps companies to understand their whole operation and make strategic adjustments to release potential from within the business that has benefits domestically and internationally

"...we got very busy, very quickly.

I just wanted to give you an update on our progress, most of which is thanks to the foundations that you helped me to build. We've won contracts with the NHS, MoD, Amazon, Sony and around 1000 other customers. The team is still just [xxx] and myself but we are about to pivot the brand to build a new wearable that still accounts for social distancing and I am holding interviews all of next week for a number of positions to scale our growth...

... We have sold in 50+ countries now and have only 'sold out' of products once..."



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