

The logo features a large, stylized letter 'G' in a metallic orange-brown color. Inside the 'G' is a dark blue rectangle containing the text 'GLOBAL TRADE' in white, 'BLUEPRINT' in blue, and 'PROGRAMME' in white. The background is dark blue with glowing circuit lines and nodes in teal and yellow.

# **GLOBAL TRADE BLUEPRINT PROGRAMME**

POWERFUL TOOLS FOR BUSINESS RECOVERY, GROWTH AND INTERNATIONALISATION



**INTERNATIONAL  
TRADE MATTERS**

**GLOBAL TRADE BLUEPRINT ACHIEVES A LOT IN A SHORT TIMEFRAME,  
HELPING YOU TO WORK ON YOUR BUSINESS WITHOUT NEEDING TO  
STEP AWAY FROM THOSE IMPORTANT DAY-TO-DAY RESPONSIBILITIES.**

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# **OPTIMISING OPPORTUNITY**

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***Global Trade Blueprint*** 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.

**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.

A business equipped to compete internationally is a business that is far better prepared to succeed domestically



# 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 mitigating risk.



*Global Trade Blueprint* 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

CURRENT

VS

FUTURE

...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

# PROGRAMME DELIVERY

DAY 3

bespoke training

Global Trade Blueprint 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.

***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 Trade Blueprint* 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 - here's what some of them have said:

*"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."*

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

*"we are about to pivot the brand ... and I am holding interviews all of next week for a number of positions to scale our growth"*

*"...found it very beneficial to see the company as a whole, find opportunities to exploit and reduce areas we are at risk."*

*"The people and teams I have shared this with have been given clarity and potentially new responsibilities where they can actually be a part of shaping the company they work for."*



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