

Practical Strategies for Business Development in Conflict and Post-Conflict Environments

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Road Map



Philosophical Framework

The Geography
of Thought

The business developer is
a FACILITATOR, a GUIDE, a
MOTIVATOR

The Geography
of Economic
Thought

Assumptions &
Sensemaking

Opportunity Scoping

- Not everybody is going to be interested in business development
- Your primary job is to identify those with specific interest and capability to engage in business development
- You do this by connecting to the *kingmakers* and other influencers in the community
 - They know those with capabilities and interest
 - Those really interested will find you sooner than you think

Searching for Opportunities

- Begin with the end in mind and not from where they are
- Helping people define the **REAL** ends they seek is fundamental to the success of business development initiatives
- Its allows the strategic thinking around progress to be measured in terms of the end they seek
- It's very important that they discover the ends and not us
- We all help them to discover the ends that work for them

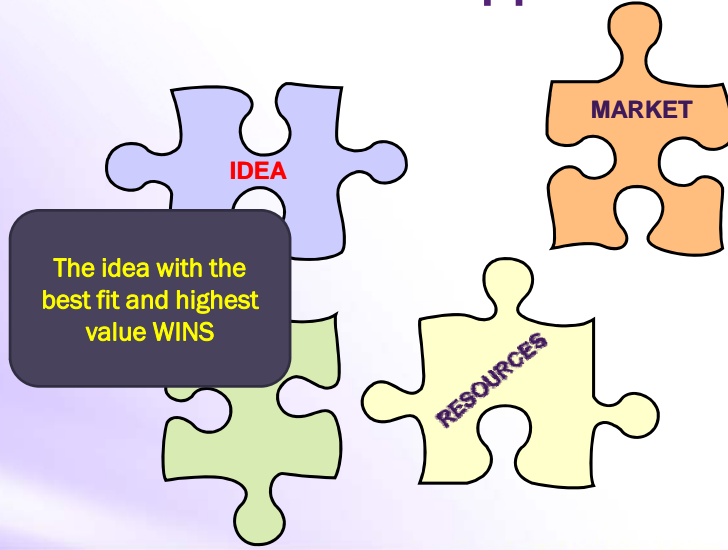


Opportunity Assessment

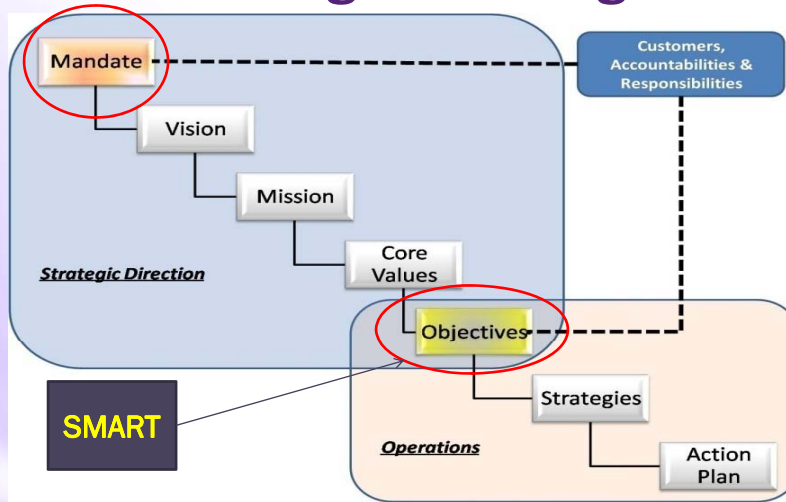
- Focus on ***credible information channels***
 - What do they know about needs in their market?
 - Whose needs?
 - Which of these needs can we address with what we know and what we have?
 - Which of the ones we can address fits our ultimate purpose?
 - Of the needs that we can address that fit our ultimate purpose, which one gives the highest net present value over a reasonable period of time?



Evaluation of Opportunities



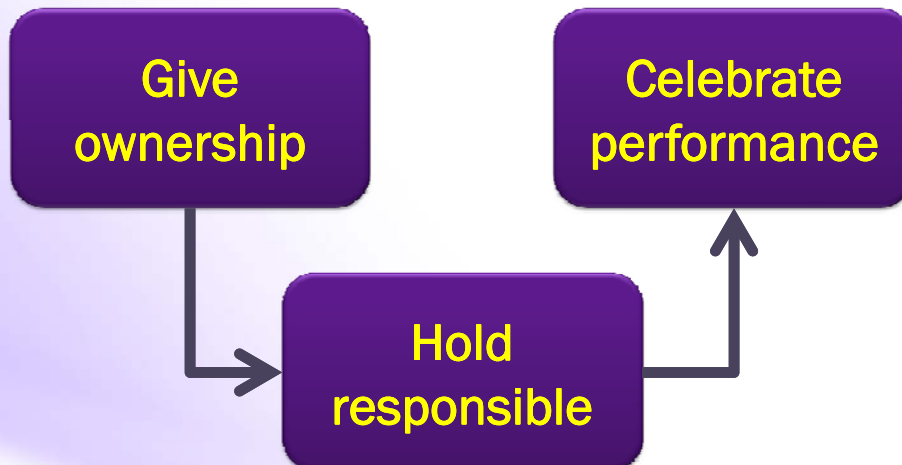
The Cascade Approach[®] to Strategic Thinking



Marshaling Resources



Execution



**THANK YOU, DO GOOD WORK &
BE SAFE**

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