

FACT SHEET

Brand Manager thinking styles for strategic thinking

August 2012

There is always a better way

B4P researches, audits and quantifies Sales and Marketing processes to improve performance efficiency, effectiveness and ROI in large Fast Moving Consumer Goods firms.

www.bforp.com



Why this fact sheet?

The brand management profession has not as yet had a rigorous definition of the competencies required to do the role. This is particularly acute in Fast Moving Consumer Goods (FMCG) where there are tens of thousands of Brand Managers around the world.

The absence of clearly defined competencies around *strategic thinking* in particular can result in issues with recruitment and retention/motivation. There are also examples where Brand Managers are given adverse performance reviews because they are not seen to be *strategic thinkers*.

As a result, Benchmarking for Performance (B4P) has produced a fact sheet based on both its empirical observation of over 800 Brand Managers in workshop situations, and its research in the area of strategic thinking.

Why B4P?

B4P is tasked by its clients with improving strategic planning processes and thinking in large FMCG organisations. In the years 2000 to 2012, 800 Brand Managers have been trained in a series of analyses to help them build their brands and portfolios more sustainably. During such projects, a number of different thinking styles have been triggered, observed and described by the analyses and tools that B4P provides. These were used to describe and document the thinking styles. In this Fact Sheet, B4P has added its own dimensions based on its empirical observations of its 800 sample.

In the early 2000s, B4P borrowed the methodology of Edward De Bono and his thinking styles, and used UK-based academic research to modify De Bono's thinking and make it more pragmatic (hence the addition of key questions in Figure 1 below).

If this area is of interest to B4P's clients, please contact us for more information around symptoms of a lack of strategic thought and the different coaching styles required. Generally, we can advise both on motivational coaching to help people enjoy thinking strategically, and also on skill-based styles to improve capabilities.

Figure 1: Thinking styles



Contact us

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