

# How to Be a Good Parent to Your Businesses?

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# Agenda

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- ▶ Corporate vs. business strategy
- ▶ Parts of corporate strategy
- ▶ Parenting strategy



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- ▶ **Corporate vs. business strategy**
- ▶ Parts of corporate strategy
- ▶ Parenting strategy

# Corporate vs. Business Strategy

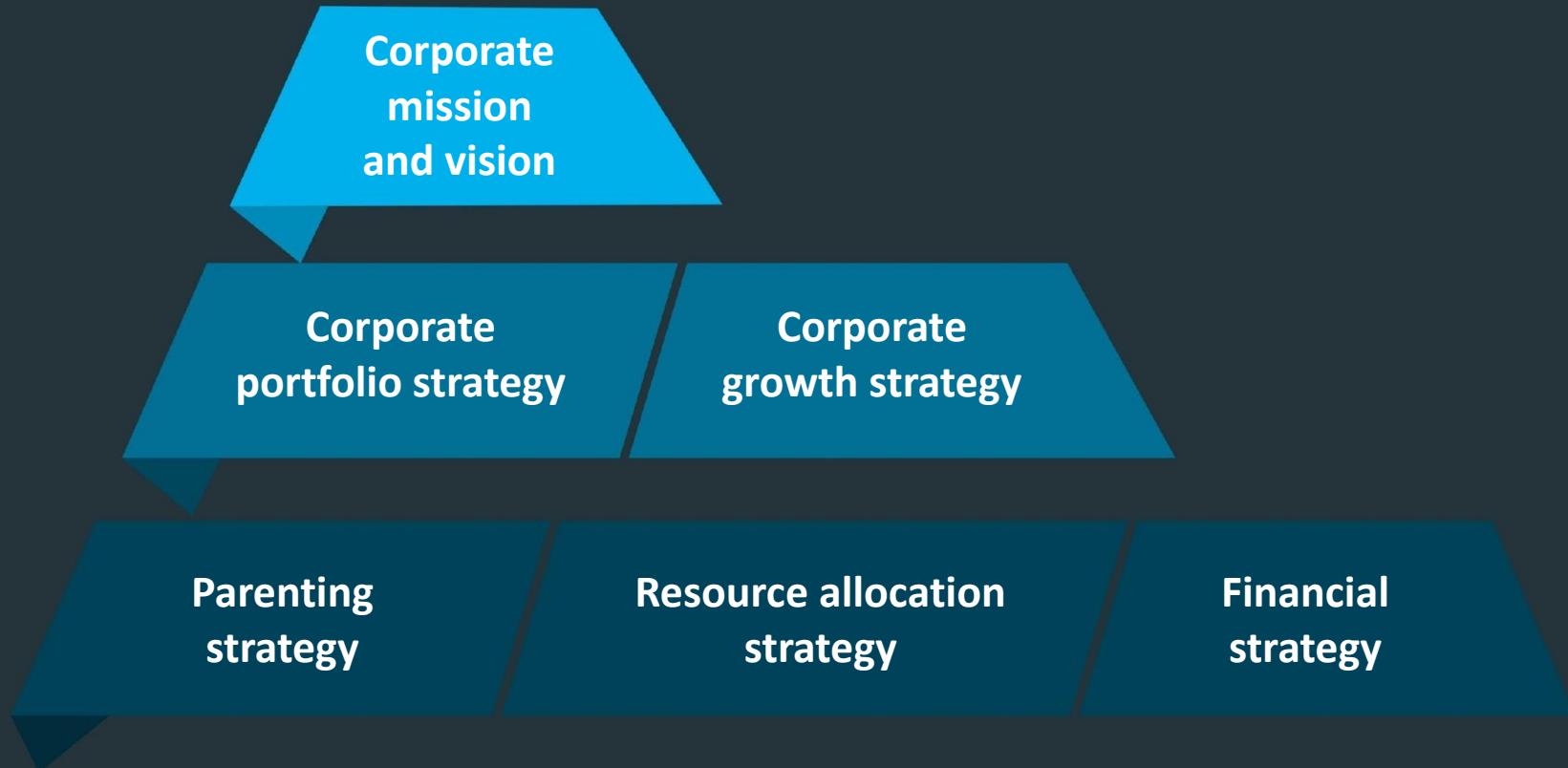
- deals with the entire portfolio of the company's activities
- How can we succeed in making a total business portfolio more successful than the sum of its individual parts?
- refers to individual business activities of a business
- How can we outperform competitors in the market?

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- ▶ Corporate vs. business strategy
- ▶ **Parts of corporate strategy**
- ▶ Parenting strategy

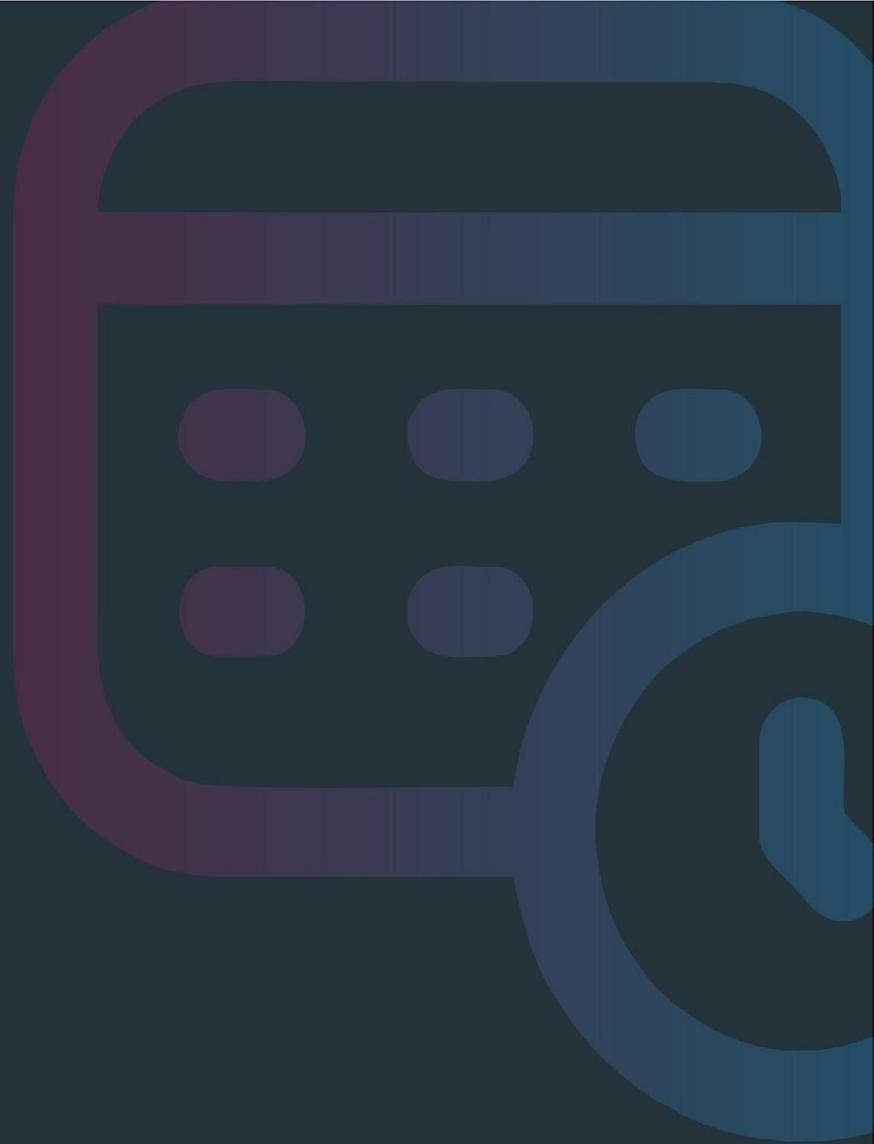
# Parts of Corporate Strategy



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- ▶ Corporate vs. business strategy
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- ▶ **Parenting strategy**



# Types of Parenting Strategy

Financial  
advantage

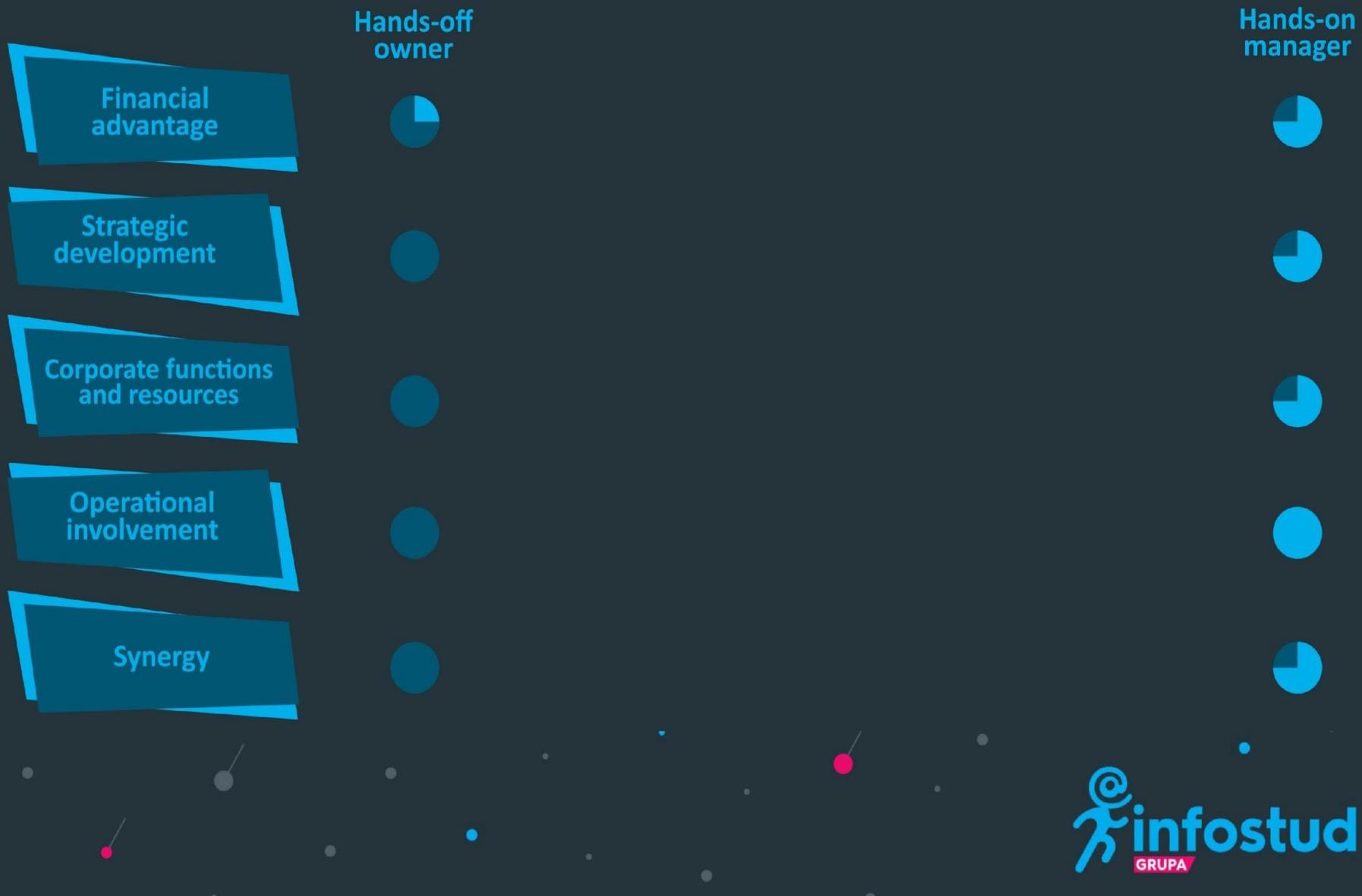
Strategic  
development

Corporate functions  
and resources

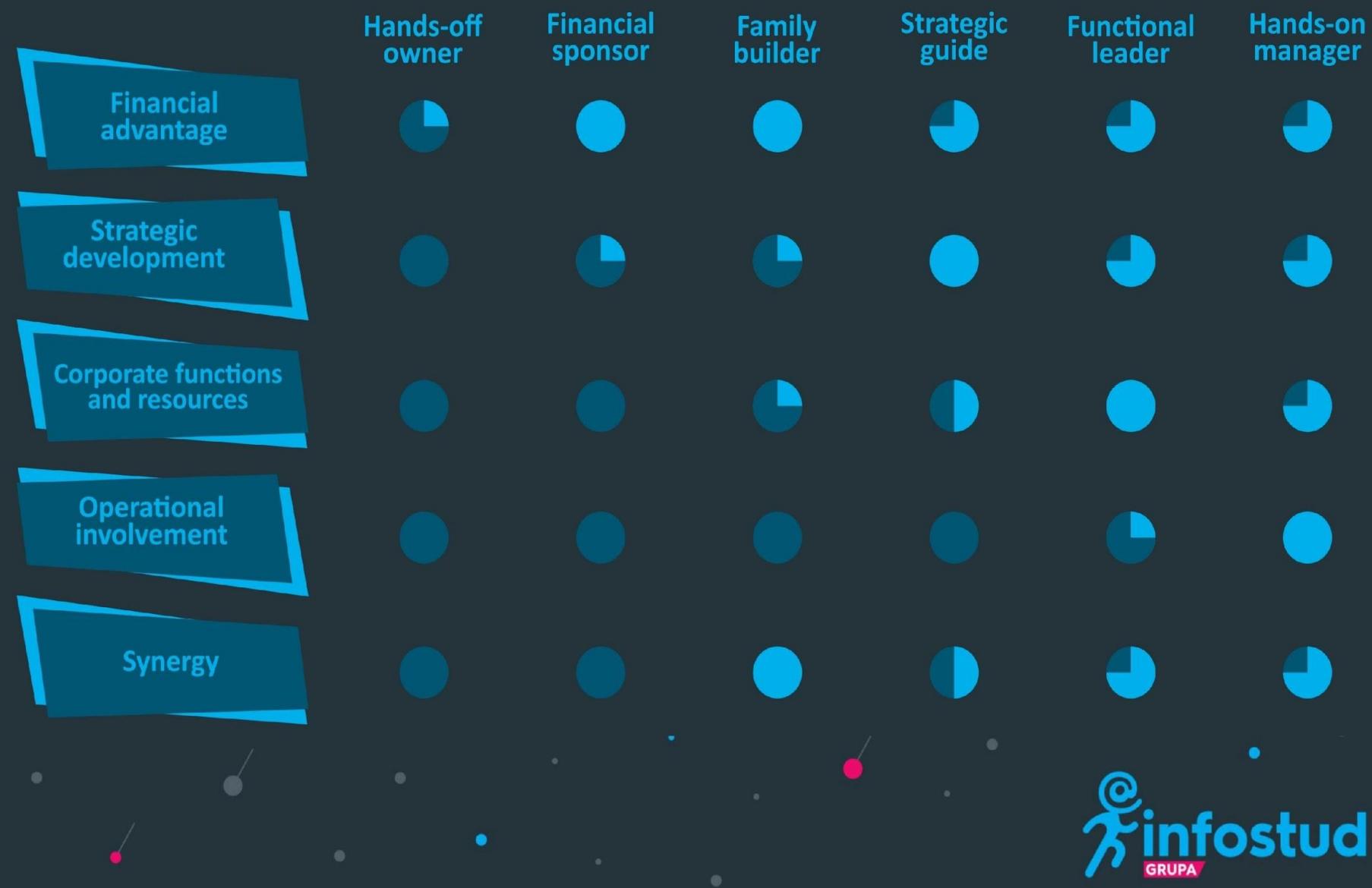
Operational  
involvement

Synergy

# Types of Parenting Strategy



# Types of Parenting Strategy

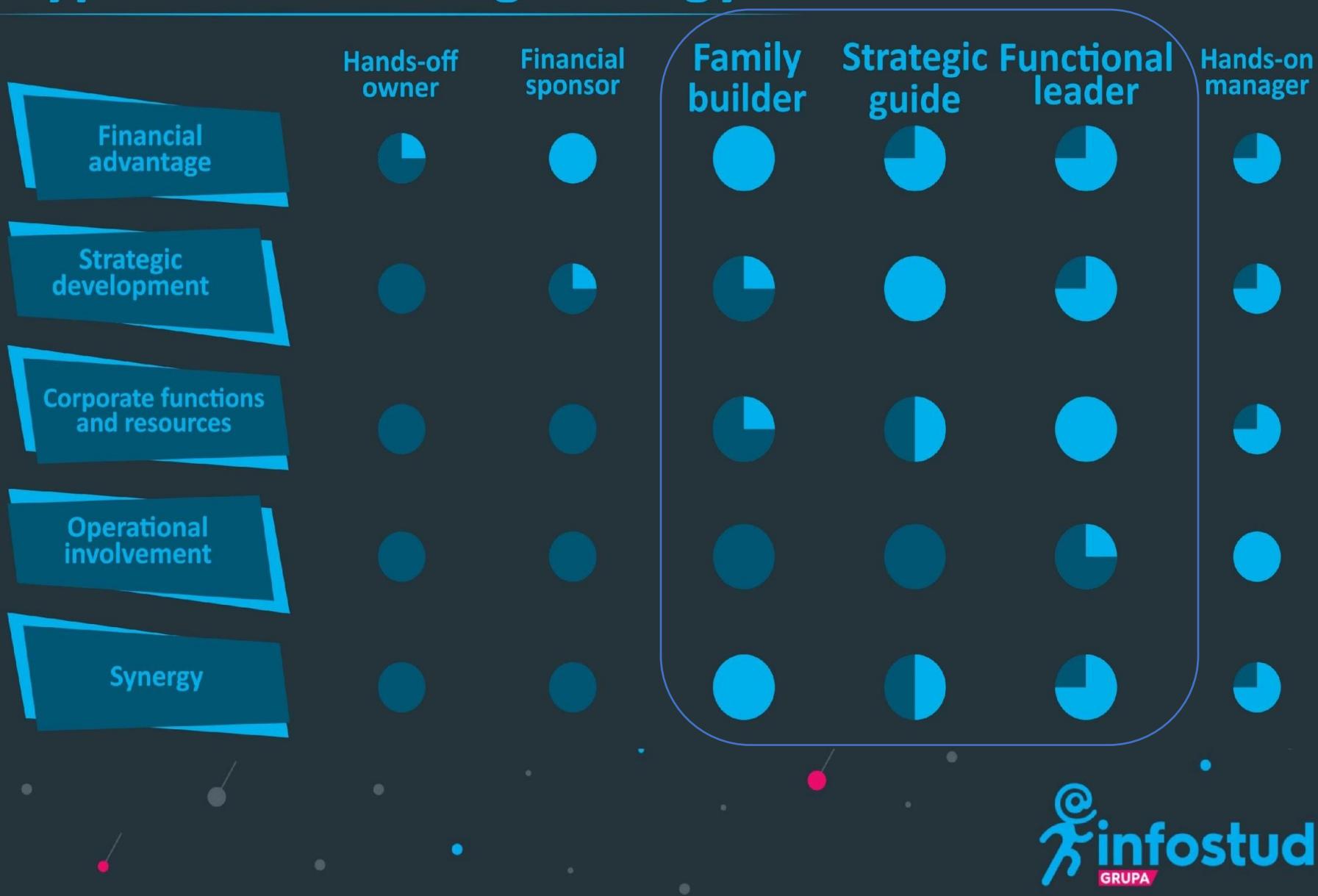


# Level of Parenting Involvement in Businesses

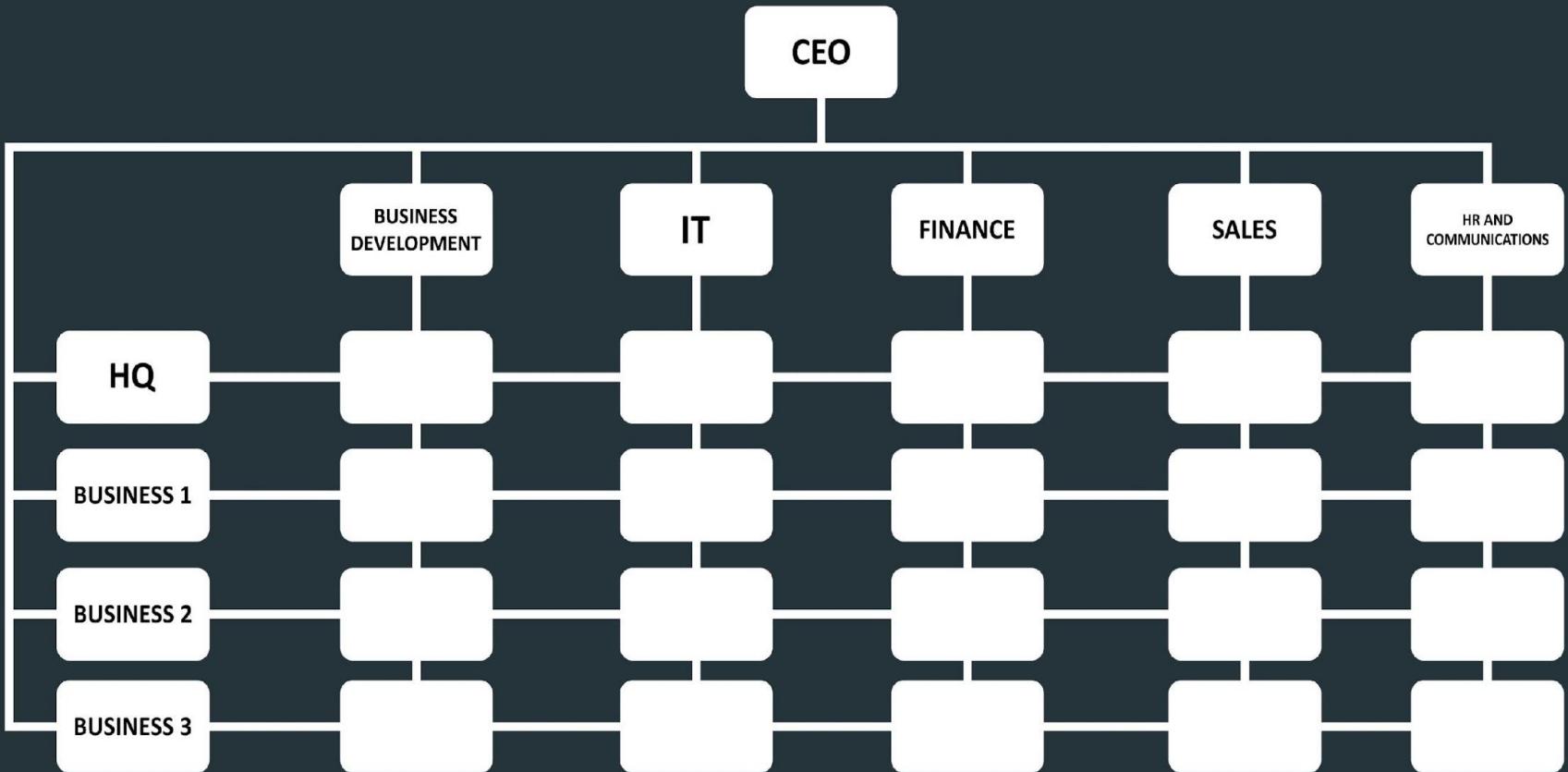
Three main factors we need to consider:



# Types of Parenting Strategy



# Organisation design that supports our parenting strategy



# Takeaways

- ▶ Start with why
- ▶ Set your strategy
- ▶ Design supporting organisation
- ▶ Be a good parent





# Questions?