

How to Be a Good Parent to Your Businesses?

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Agenda

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

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

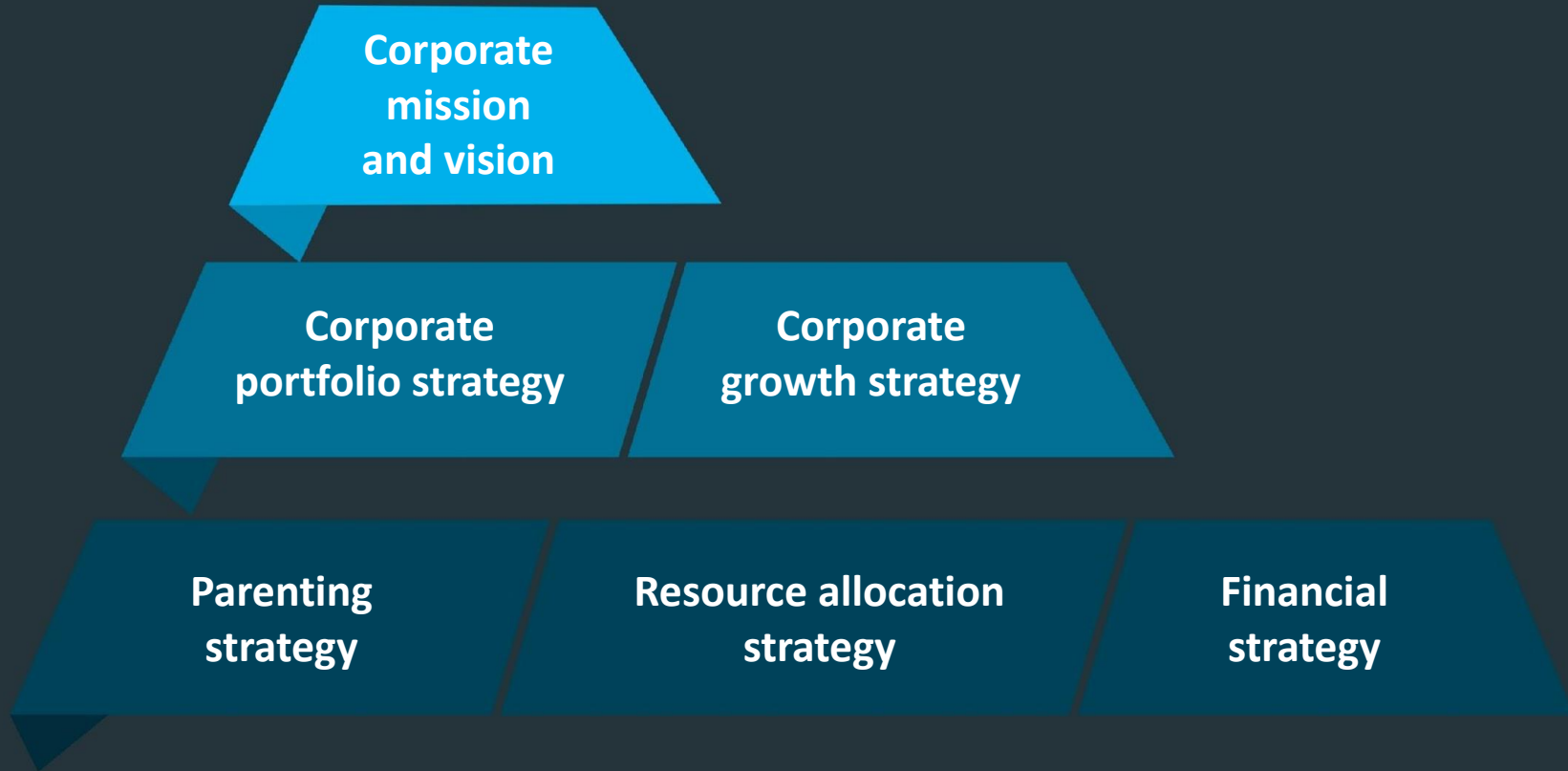
Corporate vs. Business Strategy

- 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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Parts of Corporate Strategy



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

Types of Parenting Strategy

Financial
advantage

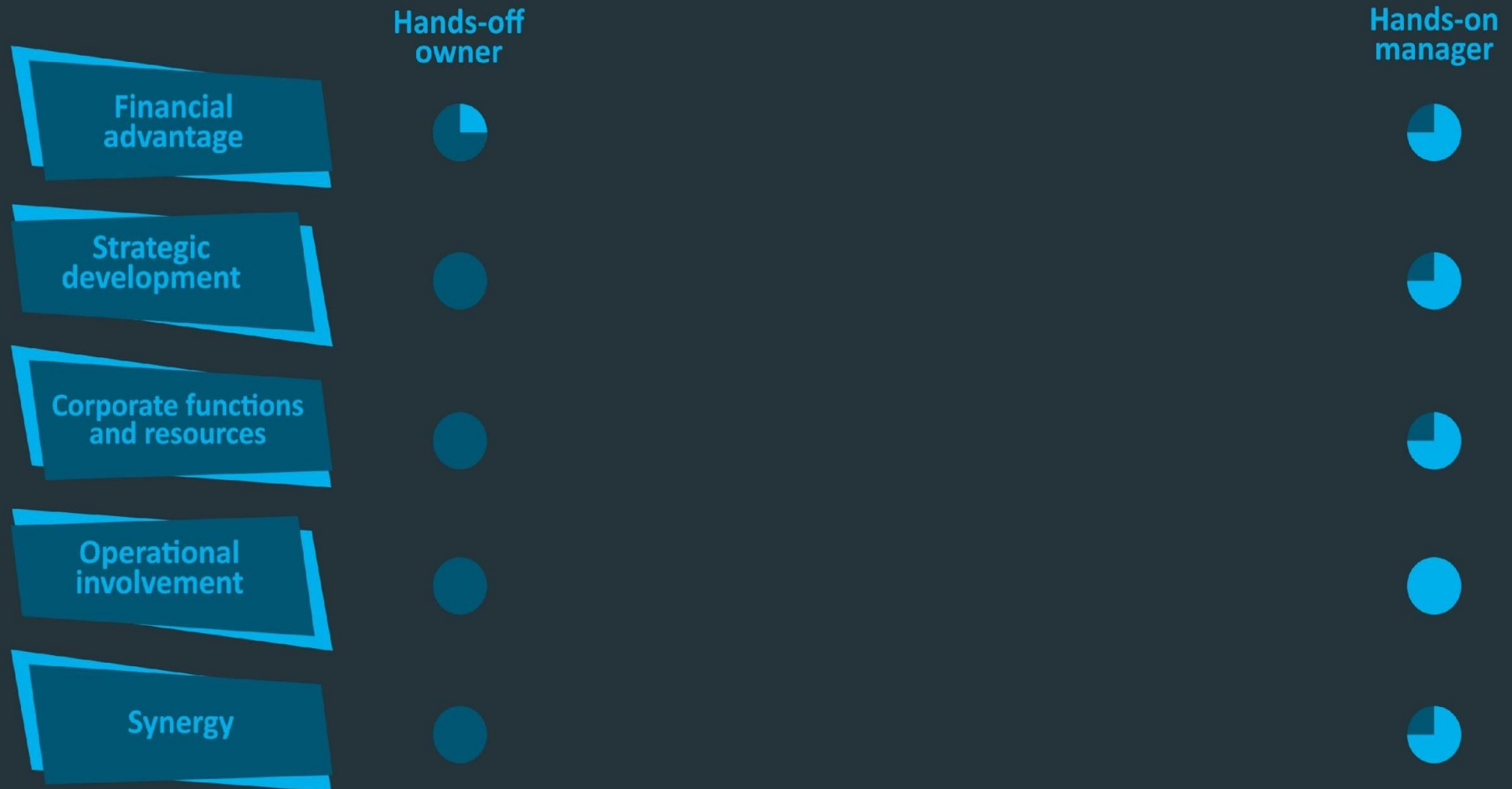
Strategic
development

Corporate functions
and resources

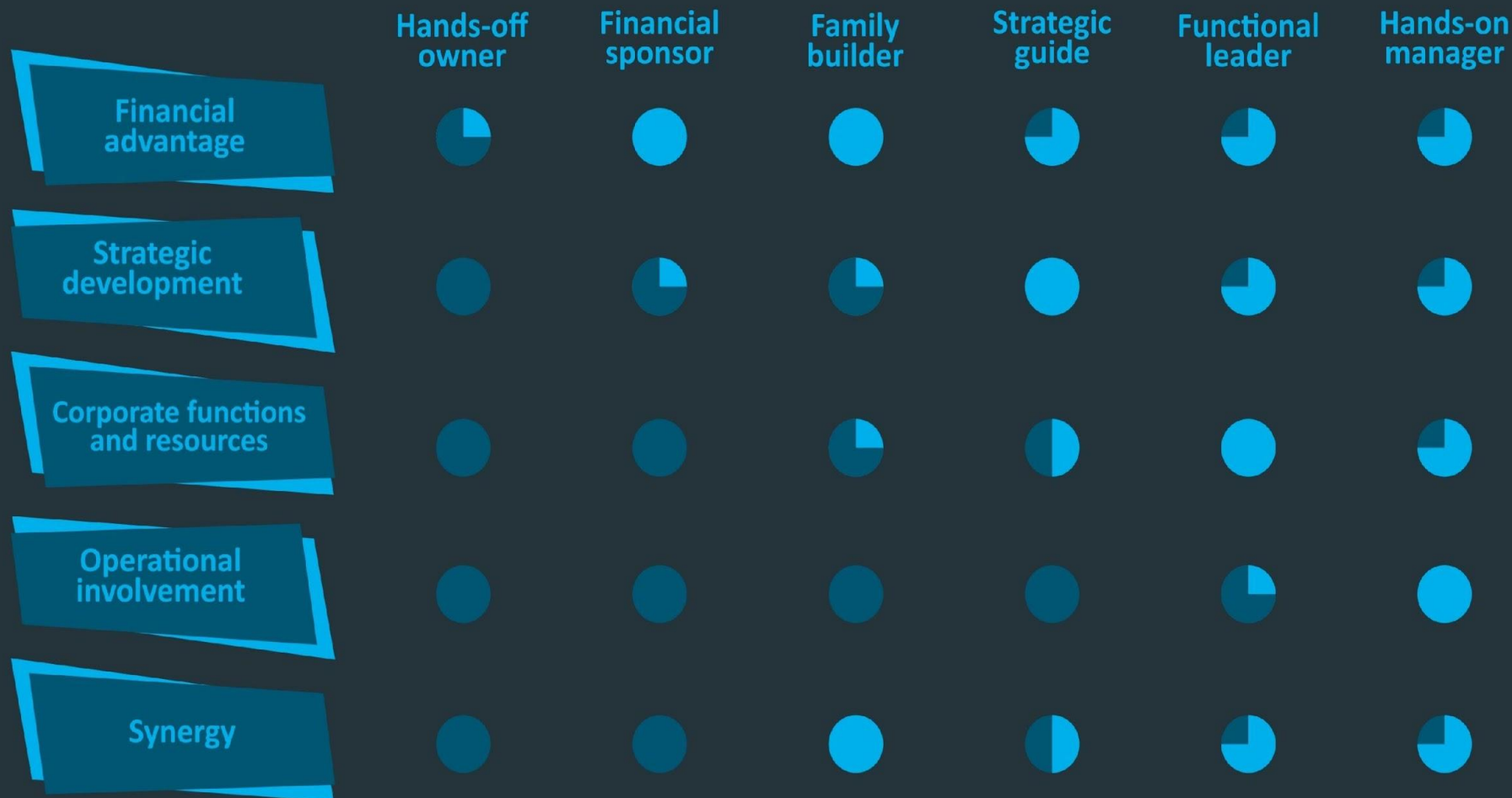
Operational
involvement

Synergy

Types of Parenting Strategy



Types of Parenting Strategy



Level of Parenting Involvement in Businesses

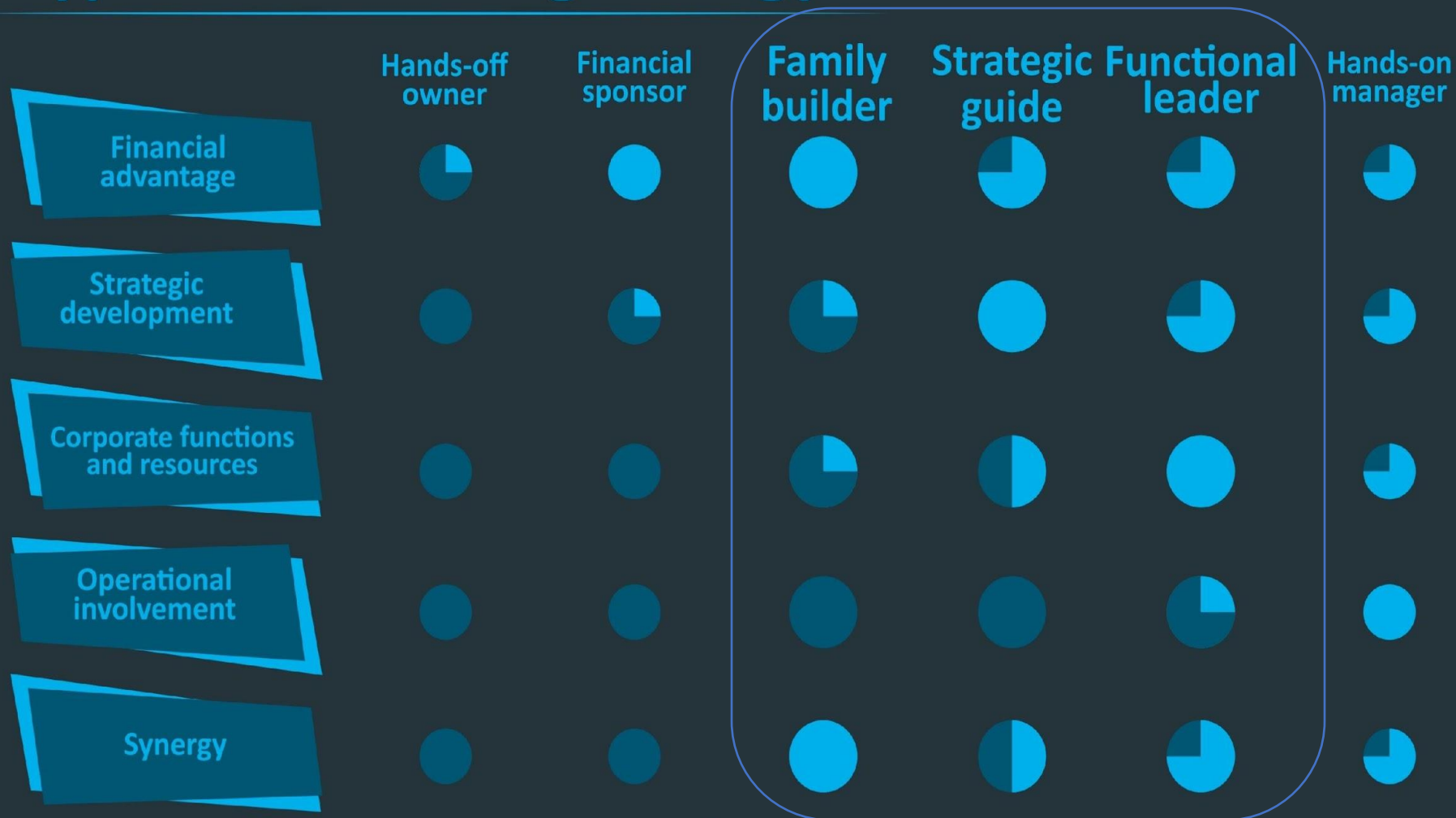
Three main factors we need to consider:

Portfolio strategy

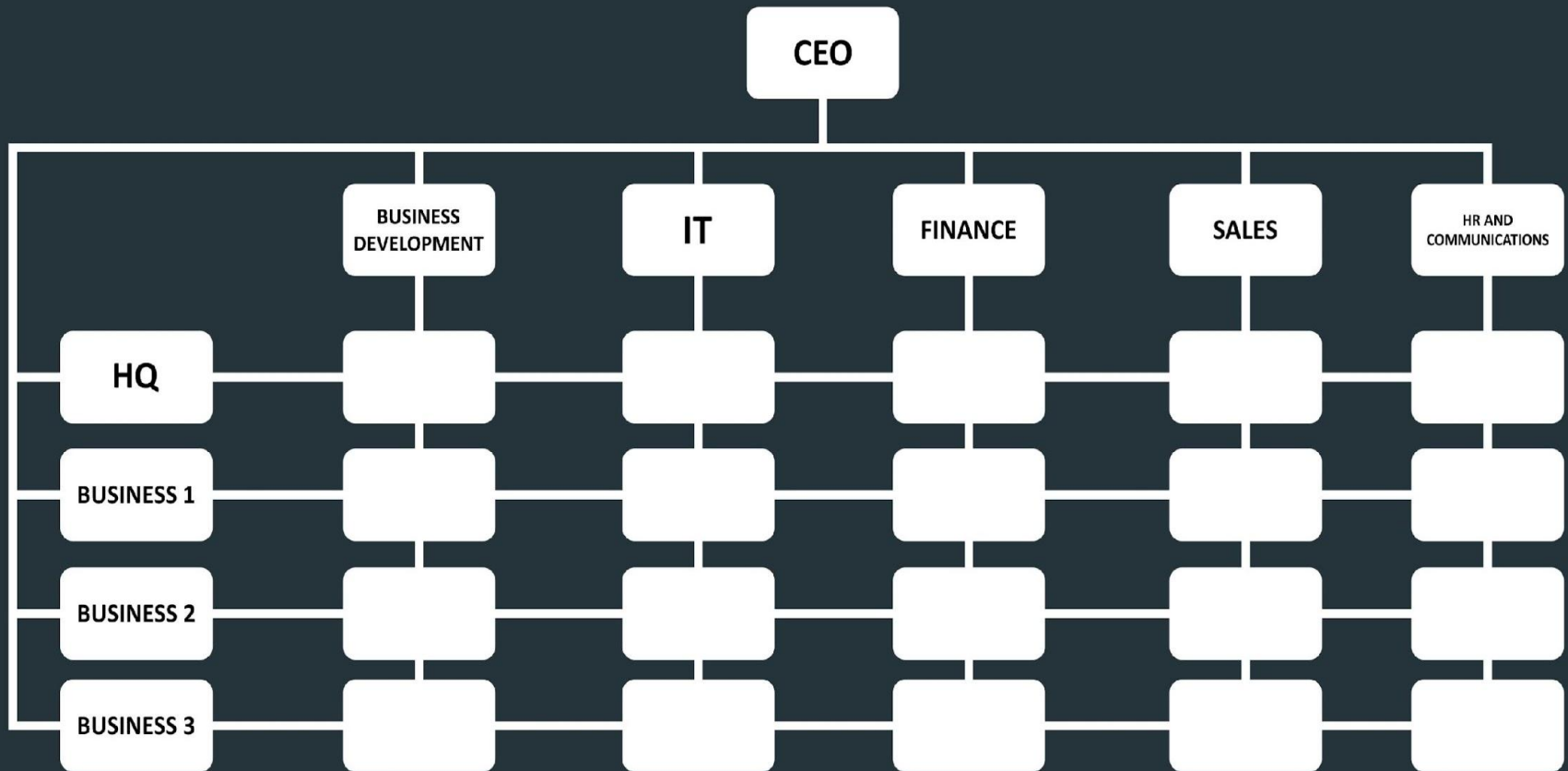
Parenting needs and chances of the business itself

Corporate capabilities

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?