

3 STRATEGIES FOR THE FUTURE

10 min presentation

5 min Q&A

You have recently completed an internship in-company and had the opportunity to observe over several months the day-to-day operations of a business or department. You may have participated in on-going projects or led the creation and launch of new missions.

Looking to your future career, you will no doubt integrate or set-up a company at some point. You will not just take on responsibility for a one-off project or participate in ongoing departmental activity, but will also contribute ideas for future development of the business in the short and the long-term. This will require overall vision, creativity, a sense of anticipation, in-depth knowledge of the sector and forward-thinking.

Put yourself in the shoes of the CEO, a director or member of the board of your internship company.

Prepare **3 ideas** which you believe will advance the business of your internship company in its daily operations and future development. Only one idea can be linked to the internal IT operations.

In which areas do you feel the company should develop?
What changes would you recommend to improve internal organization?
Should some sectors of the business be closed down or expanded ?
What are the profitable areas that should receive more focus?

You can consider HR, finance, production, sales, distribution, relocation, R&D

The list of areas that may require change to move the company forward can be long and the above list is non-exhaustive.

Choose 3 strategic ideas to present to a panel of shareholders or owners of the company. Make sure you have researched your strategies well. Back them up with clear facts and figures. Use your inside knowledge of the company and your insight to the business sector to explain clearly the rationale behind your proposals.

You must prepare a **one-page hand out** giving information on your chosen strategies.

You may use **3 slides** to illustrate your ideas.

Presentations will be made in groups of 3 or 4 students.
Any slides should be uploaded on to one PC to ensure a quick transition between presentations. Organize this with your colleagues.
A schedule will be posted for presentation dates and times. Please arrive 5-10 minutes before your allotted time slot.

Grading criteria : grammar, lexis, clarity of expression, professional approach, content.