



STRATEGY: Simple Prioritisation

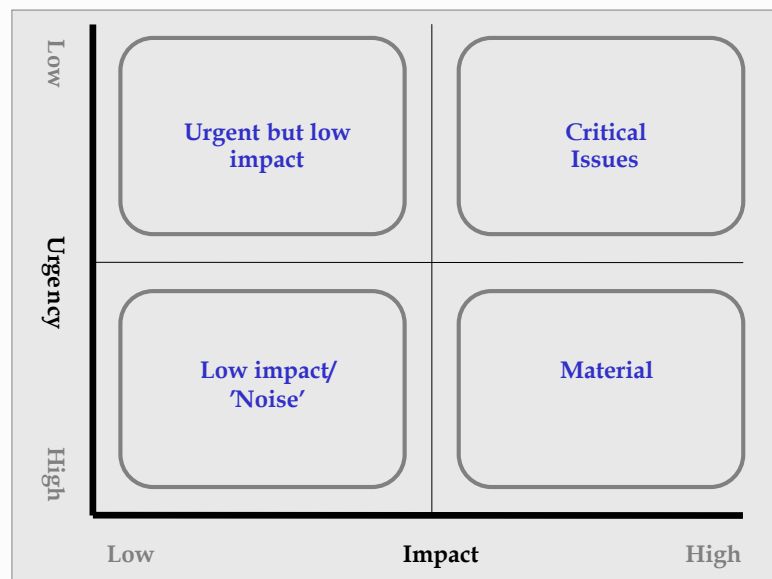
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In this *Briefing Note*, Lincoln Crowne & Company examines the issue of prioritisation, and outlines a simple tool which it recommends even the most senior of executives use in their day to day operations.

As a part of the development of corporate strategy Lincoln Crowne & Company has observed that CEOs often tend to get caught up in what LCC terms as 'noise' or 'smokescreens'. That is distractive activity in the client company that is not critical to profitable business expansion.

This 'noise' can arise for a variety of reasons: from the sheer number of things that need to be dealt with during the development of a business day, through to the internal 'politics' of organisations which can give rise to distracting issues - none of which have a real impact on shareholder value or corporate performance.

In LCC's universe there are 4 simple categories that the CEO should 'bucket' issues into. In the *Lincoln Crowne & Company Priority Matrix* issues are 'force ranked' to ensure those that will have the highest impact on the client company (+ve or -ve impact) are given the highest priority.



The other observation LCC often makes to clients is that complication in strategy is not necessarily a great thing. In the development of client engagements LCC often faces all sorts of fancy arguments and theories. But yet the basics in the client organisation are not right. Prioritisation and execution need to be perfect before any more 'contemporary' theories should be entertained.

In today's hectic business environment the Chief Executive Officer must ensure that their leadership is effective, and that the drivers to success for their organisation are given priority. Use simple tools, like the above *LCC Priority Matrix*, to ensure your leadership is not bogged down by low impact activity.

**Australia**

Level 3, 99
Elizabeth Street
Sydney 2000 Australia
Telephone: + 61 2 9751 4335
Facsimile: + 61 2 9221 8666

Singapore

80 Raffles Place
UOB Plaza 1, #36-01
Singapore 048624
Telephone: + 65 6248 4586
Facsimile: + 65 6248 4531

Vietnam

16F Saigon Tower, 29
Le Duan Street, District 1,
Ho Chi Minh City Vietnam
Telephone: + 84 8 827 2476
Facsimile: + 84 8 823 6288

Malaysia

Level 40, Tower 2,
Petronas Twin Towers
Kuala Lumpur City Centre
Kuala Lumpur 50088
Telephone: + 60 3 2168 4445
Facsimile: + 60 3 2168 4201

India

Level 2, Raheja Centre Point,
294 CST Road, Bandra-Kurla Complex,
Santacruz (E) Mumbai - 400 098
Telephone: + 91 22 6707 8722
Facsimile: + 91 22 6707 8711

About Lincoln Crowne & Company

LCC is a boutique investment bank that specialises in engagements across the Australian and ASEAN nations. The Firm's activities are broken out into three separate streams of activity: Strategic & Management Consulting, Mergers & Acquisitions / Transactional, Private Equity. Lincoln Crowne & Company practices principally in the sectors of TMT, Services, Industrial and Environmental.

For further information contact:

Nicholas Assef

Executive Chairman

E: nicholas.assef@lincolncrowne.com

Grant McCarthy

Managing Director - Asia

E: grant.mccarthy@lincolncrowne.com

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