



An introduction to .....

# **Strategic *Red Team* Consulting** **Corporate Wargaming and Red Teaming**

***“Seasoned Expertise and Disciplined Leadership for your Corporate Battlefield”***

***www.stratredteam.com***



- We are a full-service, strategic-level business consultancy predominantly teamed by professionals from the most seasoned and senior ranks of the Profession of Arms who have since moved on to the commercial sector.
- **OUR MISSION** is to increase our client's **COMPETITIVENESS** by amplifying their **STRATEGIC RELEVANCE**, their **OPERATIONAL RESPONSIVENESS** and their **TACTICAL DECISIVENESS** on their **CORPORATE BATTLEFIELD**.
- We all are proven strategic planning experts in adversarial and hostile environments and we believe that the business world is just another manifestation of an adversarial environment..... or, at least a very competitive one.
- We aim to bring those same proven military planning methodologies into the private sector by providing you an impressive arsenal of expertise, unique products and seasoned practitioners who have honed their art over the last three decades and more.





**Its not about the years... Its about the mileage.**



**Reader's Digest Version:** We have worked across the Globe in a diverse spectrum of private sector, public sector, NGO, IGO and military capacities, for CEO, Head of State, Head of Mission clients, in a wide range of business sectors including: security, intelligence, defence, management, manufacturing, trade, agriculture, media, reconstruction, nation building, justice, education, water & power, energy, transportation, financial, environmental, rule of law, .....

**In short: Strategy is Strategy.... regardless of context.**





...and in business, as in battle, the quality of your troops is your single best credential.





## Our 3 distinct business approaches:

Understand your strategic competitive environment!

Enable knowledge based decision making through disciplined planning

Disciplined Testing, Refinement, Rehearsal & Execution



### **UNIQUE PRODUCT**

INTELLIGENCE PREPARATION  
OF YOUR CORPORATE  
BATTLEFIELD

COMPETITIVE BENCHMARKING  
SURVEY

### **UNIQUE APPROACH**

DISCIPLINED STRATEGIC  
PLANNING SERVICES  
AND CUSTOMIZED  
PRODUCTS

### **UNIQUE PRODUCT**

CORPORATE  
WARGAMING

RED TEAMING



# Disciplined Strategic Planning Services

Understand your strategic competitive environment!

Enable knowledge based decision making through disciplined planning

Disciplined Testing, Refinement, Rehearsal & Execution



## **UNIQUE PRODUCT**

INTELLIGENCE PREPARATION  
OF YOUR CORPORATE  
BATTLEFIELD

COMPETITIVE BENCHMARKING  
SURVEY

## **UNIQUE APPROACH**

DISCIPLINED STRATEGIC  
PLANNING SERVICES  
AND CUSTOMIZED  
PRODUCTS

## **UNIQUE PRODUCT**

CORPORATE  
WARGAMING  
RED TEAMING



## Disciplined Testing, Refinement, Rehearsal & Execution

- If you are in an adversarial and competitive business environment, how do you evaluate the various courses of action open to you?
- How do you know whether your strategy is truly comprehensive, integrated, adaptive and networked?
- How do you test your plans before you execute them?
- Who plays the role of your adversary, your competition, or your clients?
- How is your plan put under stress in order to reduce risk in execution?
- How is the feedback presented to your executive leadership?
- What separates a great plan from a self-fulfilling prophecy?







## Disciplined Testing, Refinement, Rehearsal & Execution

- At SRTC, we believe that intelligence, strategy, planning, and execution, are **HUMAN ACTIVITIES** and the true test of those things can only be accomplished with human beings in the loop. Ideally, the players should be the very people that will have to make critical decisions in the execution of your plan.
- How did we do it in the military?
- Simply, we wargamed every course of action before committing to battle and we have customized this discipline for the commercial sector with our entry-level **Corporate Wargaming Exercise** and our more advanced **Strategic Red Teaming Exercise**.

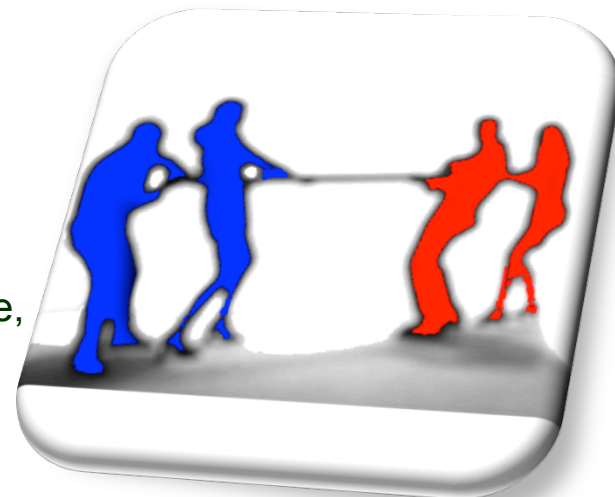






## Corporate Wargaming

- Our Corporate Wargames are disciplined, real-time, action-reaction, role-playing workshops that pit your key real-life decision makers and managers (Blue Team) against real-time competitive adversaries (Red Team).
- This methodology is also an outstanding risk mitigation exercise, a fantastic confidence builder, an exercise of discovery for leadership, a mechanism of voice for your teams, and an instrument of real-time organizational learning for all, thereby improving your ability to compete and win in the marketplace.
- Corporate Wargaming Exercises are extremely flexible in terms of time, effort and participation. These can be simple one day workshops targeted towards examining a particular course of action, staff construct, or business scenario - to a multi-day event that covers a complete plan or spectrum of events from your competitive business enterprise. You can have a series of one day events (one per competitor) or a multi-day exercise that pits you against your entire competitive environment.
- In short, we design each Corporate Wargaming Exercise to be uniquely scaled and customized to your strategic decision support needs.





## STRATEGIC RED TEAM EXERCISES

- Our capstone product is the **STRATEGIC RED TEAM EXERCISE** and it shares similar objectives with our **Corporate Wargaming Exercise**.
- Both are disciplined, real-time, action-reaction, role-playing workshops that pit your real-life Blue Team decision-makers managers against real-time Red Team adversaries.
- Both are outstanding **risk mitigation exercises**, fantastic **confidence builders**, **exercises of discovery** for leadership, **mechanisms of voice** for your teams, and instruments of **real-time organizational learning** for all.
- The **STRATEGIC RED TEAM EXERCISE** is also executed in the exact same way as our **Corporate Wargaming Exercise** , with one small exception..... **NONE OF THE RED TEAM PLAYERS ARE DRAWN FROM THE CLIENT.**





## STRATEGIC RED TEAM EXERCISES

- In this exercise, each Red Teamer is a company outsider that has no personal stake or interest in your company.
- They are a group of subject matter experts customized to your company's wargaming needs and their mission is to engage your company's plans **with full COMPETITIVE ADVERSARIAL INTENT.**
- Red Teamers are not coloured by any internal assumptions about your company, or any prejudices / stereotypes your team may harbour about your real-life competitors. Using only realistic information, analyses and intelligence about your competition, their primary role is to fully defeat your plan through coordinated action designed to **SUPPRESS YOUR STRENGTHS and NEUTRALIZE YOUR OPPORTUNITIES.**
- In essence, this is a test of your plan against your **worst case competitor or competitive scenario.** As an investment by your company, it is an outstanding **risk mitigation exercise, dress rehearsal and confidence builder** all rolled into one activity.





## In Summary – these are our centres of gravity.

**Understand your  
strategic competitive  
environment!**

**Enable knowledge based  
decision making through  
disciplined planning**

**Disciplined Testing,  
Refinement, Rehearsal &  
Execution**



### **UNIQUE PRODUCT**

**INTELLIGENCE PREPARATION  
OF YOUR CORPORATE  
BATTLEFIELD**

**COMPETITIVE BENCHMARKING  
SURVEY**

### **UNIQUE APPROACH**

**DISCIPLINED STRATEGIC  
PLANNING SERVICES  
AND CUSTOMIZED  
PRODUCTS**

### **UNIQUE PRODUCT**

**CORPORATE  
WARGAMING  
RED TEAMING**



**We stand ready to serve your  
strategic business needs.**

*Contact us at...*



***www.stratredteam.com***