



The strategic planning system of choice for over 40 years



The Argenti Strategy Management System (SMS)

Bringing the Strategy Management System of choice to the Digital Cloud

The Argenti System for Strategic Planning

The Argenti System of Strategic Planning has been used by over 2000 companies around the world to successfully seize the opportunities and mitigate the threats of a changing and challenging business environment.

Conceived by renowned management consultant John Argenti and incorporating his experience over 40 years of helping enterprises deliver success, The Argenti System is now the foremost strategic planning process. According to one recent book on the subject, 'The Argenti System is held up as the holy grail of strategic planning'.

The Argenti System reflects many lessons other planning systems have failed to grasp. Taking a simple, understandable approach, it enables large and small enterprises establish a set of strategies to drive their business forward in the short and medium terms.

Now the Argenti System is available in a cloud-based, interactive version with additional features to make it even more effective in planning for the future and seeing those plans come to fruition. It has the capability to undertake "what if" analysis and, topically, can address the opportunities and threats of Brexit in enterprise-specific circumstances.

Argenti in Banking

"It forces each of our businesses to call out their elephants. If you don't face into these issues, they will have a material impact"



National
Australia
Bank

Cameron Clyne,
CEO National Australia Bank

The Argenti System – Principles for Strategic Planning

The new cloud-based version of the Argenti System retains the principles of the legacy version being used successfully worldwide.

- Concentrate on getting the big things right – the Argenti System calls these the Strategic Elephants
- Understand and define who the Beneficiaries of the company are and what is important to them - the Argenti System calls this the Purpose Sequence
- Avoid detail – the simple Forecasting and Gap Analysis of the Argenti System will highlight where performance needs to improve
- Perform SWOT analysis but make it highly selective – the Elephant Hunt of the Argenti System
- Risk analysis is fundamental – built-in right from the start of the Argenti System
- Strategic Planning is "top of the tree" planning – Operational Planning, Budgetary Planning, KPI's, MPI's all come after and below this
- Strategic Planning encompasses both achieving satisfactory performance and protecting an organisation from miserable performance
- Strategic Planning is driven by the CEO
- Strategic Planning is undertaken by the top level of corporate management – the Strategy Team is defined early in the Argenti System and comprises of major functions



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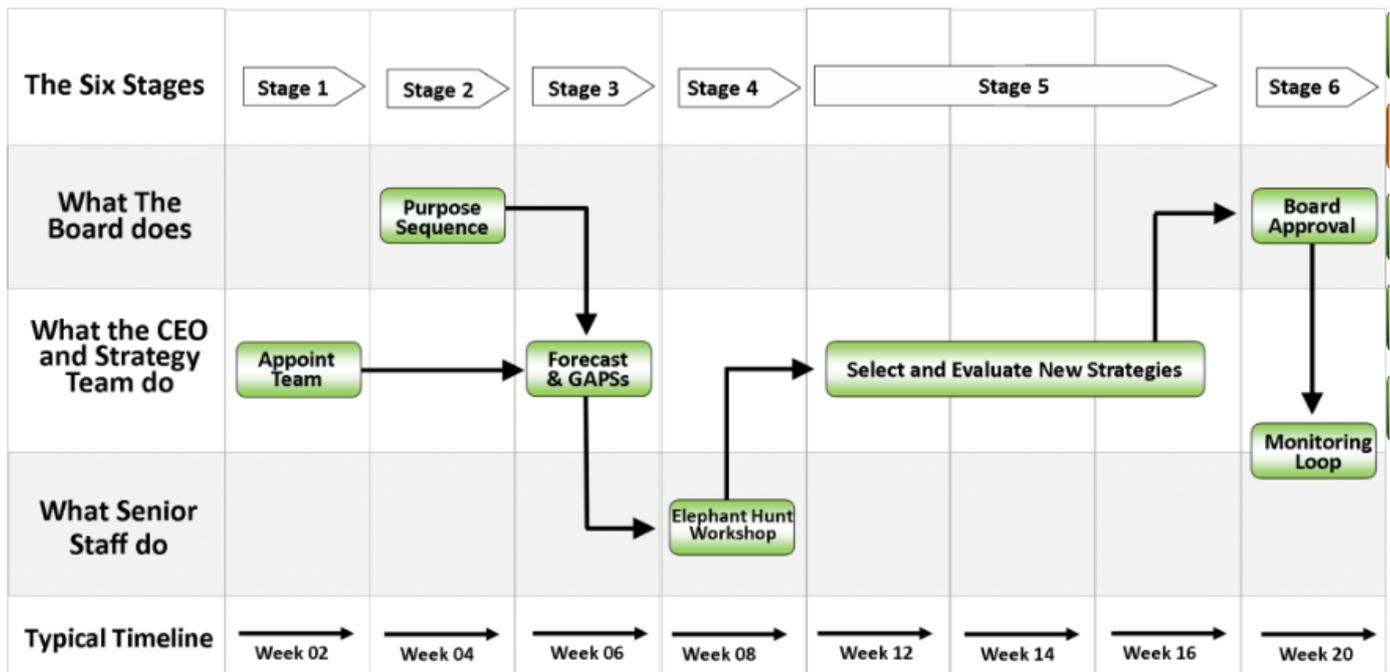


The Argenti System – Identifying Strategies for Success

The Argenti System takes top management through a six Stage process to develop a Set of Strategies that will significantly improve the performance of the enterprise over the next years. The key to the approach is our catch-phrase: "Strategic Elephants" - our process highlights how to concentrate on those few, but massively important, factors that are crucial to future success.

Incorporated in the Argenti System is 'The Knowledge', an extensive, detailed glossary of the lessons that have been learnt – sometimes painfully – by companies developing effective strategies in both benign and difficult circumstances.

And there is a Case Study. As you move through the six Stages. you will see how one company (based on a real Argenti client) tackled each of the steps.



The Argenti System – Identifying the Beneficiaries

The Argenti system emphasises identifying who are the people to benefit from the Strategy Management – Shareholders, Stakeholders or both. And then define how Performance will be measured.

The Argenti System calls this the Beneficiaries Performance Indicator (BPI) – the measurement of profits, ROCE, Total Shareholder Returns, Earnings, Shareholder value and so on. BPIs are the indicators of what your shareholders or stakeholders want to know. The SMS works with

- Earnings
- Earnings per Share
- Return on Capital Employed
- Return on Equity or on Shareholders' Funds



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The Argenti System – The Team to Drive the Strategies

There are five key roles within the Argenti SMS:

The Chair

In The Argenti System, the Chair, in conjunction with the Board, is responsible for setting the principle performance indicator that will be used to drive forward the strategy exercise – the BPI. The Board is also responsible for final approval of the strategies proposed by the Strategy Team, and for monitoring their implementation in order to achieve the targeted performance.

CEO

The most senior executive in a company's management structure. This role appoints and leads the Strategy Team.

The Strategy Team

This Team is appointed by the CEO and is responsible for carrying out the six Stages of The Argenti System.

Facilitator

This role acts as technical adviser to the Team on the unique approach that The Argenti System takes for developing a Set of Strategies and also acts as executive secretary to the Team - arranging meetings, taking notes, making or checking calculations and generally helping corporate management through the SMS.

The Monitoring Loop Co-Ordinator

Is appointed by the CEO to monitor the strategy implementation phase in conjunction with the 'owners' of the individual strategies. Their role is to ensure the BPI target set by the Board is achieved.

Nigel Ralph Consulting | Browse Plans | Help | ON | Logged in as: Nigel Ralph

Our process | 1. Strategy Team | 2. Purpose Sequence | 3. Forecasts and Gaps | 4. The Elephant Hunt | 5. Strategies | 6. Monitoring Loop | Your strategy

SHORTCUTS

- Flowchart
- Guide
- Case Study
- Knowledge
- Settings
- About

Welcome

The Argenti Strategy Management System (SMS) explains to your top executives how to develop a set of corporate strategies for your company, when to bring each of your colleagues into the discussions and how to monitor your new strategies as they develop over the years ahead.

It is designed to help you to set realistic long term targets and then to construct a small number of powerful, inter-related strategies that will deliver the performance that you and your shareholders expect for your company. It also provides the rationale for the design of a number of projects that will be required to put your strategies into effect.

The SMS takes you through our six-Stage process based on a common sense, no-nonsense approach that is free of management jargon. As a result, you will find many of our questions very challenging - as you would expect when reviewing the future direction of your important organisation.

We wish you every success.

Take the tour

If you're new to Argenti take a few minutes to familiarize yourself:

[Take the Tour >](#)

Start the process

When you're ready, proceed to the first stage in the strategy process:

[Get started: Stage 1 >](#)

ORGANIZE

- Calendar
- Messages
- Tasks (0/0)

OUTPUTS

- Notes
- Files
- Team Outputs
- Strategic Plan
- Input Tables

For further information contact Nigel Ralph – nigel.ralph@argentisys.com



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The Argenti System – No Shortcuts to Success

The Argenti System is a thorough exercise to determine the Set of Strategies needed to drive your enterprise forward successfully.

The resulting Strategic Plan is clear, detailed and comprehensive.

Depending on the size and complexity of your organization, your Strategy Team will probably need to hold between 5 and 10 meetings, most of which may last half a day. The entire exercise may take a few months because, in addition to these meetings, the Facilitator will need to gather substantial volumes of information and opinion from all the senior management. And, of course, senior management must continue to perform their day-to-day responsibilities.

Argenti in Legal Services

"Argenti forced us to get crystal clear on where we wanted to get to and the key planks for getting there"



MinterEllison
LAWYERS

Guy Templeton, CEO,
Minter Ellison

Argenti for NPOs

"The process is common sense and straight forward."



Cheshire West
and Chester

Chris Hardy, MD,
City of Chester

Argenti in industry

"It gave us new focus and the impetus to drive change."



AI Aalberts
Industries

Mike Saunders, divisional MD,
Aalberts Group NV

The Argenti System – Your Data and SMS Pricing

Data Protection

The SMS is a cloud-based system hosted on secure Amazon servers to protect your data. Argenti Systems have undertaken Penetration Testing to prove the effectiveness of the anti-hacking measures.

The Argenti System will be fully compliant with GDPR due to come in to effect in May 2018.

Pricing

The Annual Licence for the Group version of the SMS is 4700 GBP + local taxes

Facilitation can be provided by Argenti Systems or its Partners at an additional cost and is recommended to get the most out of The Argenti System in the shortest time. A normal programme of Facilitation would require around 20 days of Facilitator time.

The Argenti System - Your Next Step

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