

Big Bang for Business

Frequently Asked Questions

What is Big Bang for Business?

Big Bang for Business is a proprietary process. It is unique, exciting, and safe because it creates a burst of creativity and energy that result in breakthrough strategies for mid-sized businesses. It is fast and efficient and creates a tailored and customized strategic direction that fits your organization and the “permission space” in which it operates. It will allow you to lead your organization with certainty and enable you to dominate your market.

How does the Big Bang for Business process work?

Big Bang for Business takes two distinct and proprietary processes (one operates in the conscious business reality, while the other operates in the subconscious business reality) and “collides” them against each other. Each process is relevant in its own right, however the burst of creativity and energy that results from the collision will provide insight into your business that has never before been possible. This will ultimately result in Breakthrough strategic thinking.

What kinds of organizations or businesses are right for the Big Bang for Business process?

Big Bang for Business is not for the faint of heart or for the complacent. If you are comfortable with the status quo, it is not for you. It’s for the bold. It’s for people that are driven and have a strong desire to succeed well beyond current levels. If you are launching something new or wish to put the past behind you; you have the desire to dominate and know that new ideas and doing things that have never been done before are the key to that success, then Big Bang for Business is for you.

Organization size: Revenue \$10Mil+, unless there are special circumstances (e.g. launch with substantial funding).

How is Big Bang for Business different to traditional planning processes?

Big Bang for Business is the only process available to midsized businesses that combines both conscious and subconscious business realities and delivers tangible results. As a result, no traditional approaches to consulting, strategy planning or marketing planning can compare. You will get inspired but will also appreciate that your safety, security and the practicalities of your business are understood and appreciated at all times.

What are the two distinct processes that make up Big Bang for Business?

The first process is a Business Development and Sales Audit that identifies the current business reality from the perspective of the team doing the planning.

The Structural Mapping process works with the same team but at a more subconscious level. This proprietary business methodology produces a clear “map” against any leadership decision. This process can—explicitly—show how to attain any desired Outcome. For any Outcome desired, it can break that Outcome into its innate, logical elements, and map its structure. At the same time, it also identifies explicit, sequenced actions to attain your Outcome. Put another way, this process will find your “permission space” – the mental/emotional territory that is the source of the deepest and most sustainable market permission for your offering - swiftly and in a way that builds natural consensus.

Are these two processes/methodologies proven?

Absolutely. The audit process has been done across a range of different company sizes and industries in North America. It is the more traditional part of the Big Bang for Business process and is relatively well understood.

The structural mapping process is more cutting edge, unique and is really exciting. It has been used with major organizations in Canada, the U.S. and Europe to uncover sustainable solutions across multiple sectors including consumer goods, pharmaceutical, telecommunications, retail, entertainment, government, inter-governmental (UN-based) and not-for-profit organizations. Assignments have included corporate strategy, M & A, new product development, brand positioning/brand strategy, marketing strategy, HR/employee engagement, corporate social responsibility and stakeholder engagement.

So what makes Big Bang for Business so unique?

Big Bang for Business is about leaving the past behind, opening up the minds of the team, providing them with the highest level of options and choices, and is really about the burst of creative energy that results in understanding the issues more comprehensively, both from a conscious and subconscious level. Ultimately, it will lead to ideas and strategies that have never been considered before: The Big Bang.

The overall process is tremendously uplifting, but safe and reassuring at the same time. It will deliver breakthrough ideas that are tailored and customized for your specific business and market.

How long does Big Bang for Business take?

The audit and structural mapping processes are done simultaneously, and both will be completed within 3 weeks. This is followed by a full day roundtable strategy session where feedback is provided by the Mastermind team and the issues and strategic ideas are formulated together with the client team. A strategic document is then developed by Mastermind and recommendations are made – this would take 1-2 weeks, at which time the client would identify what is required for the execution and implementation.

Overall time: approximately 4-6 weeks maximum.