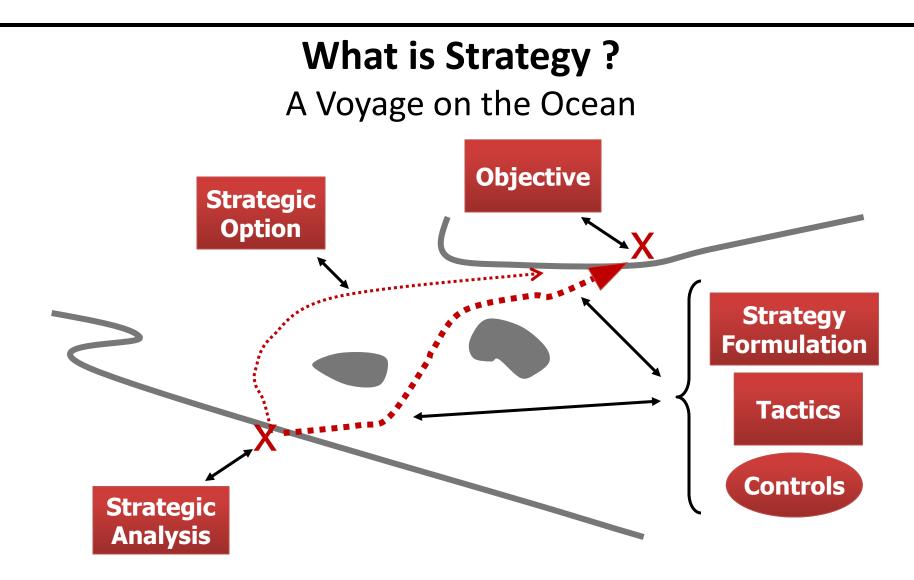
Risk management seminar

Part 2



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• <u>Objective</u> :

To get from Copenhagen to Helsingborg as fast as possible and as cheaply as possible

• Strategic Analysis

Departure point / Prices / Weather conditions / Sea conditions / Traffic conditions / Departure times / Duration of journey

Allocated Resources Business Expenses

Strategic Options : Bus? Rental car? Taxi? Helicopter shuttle? Boat?

• <u>Strategy</u> : Take the helicopter shuttle

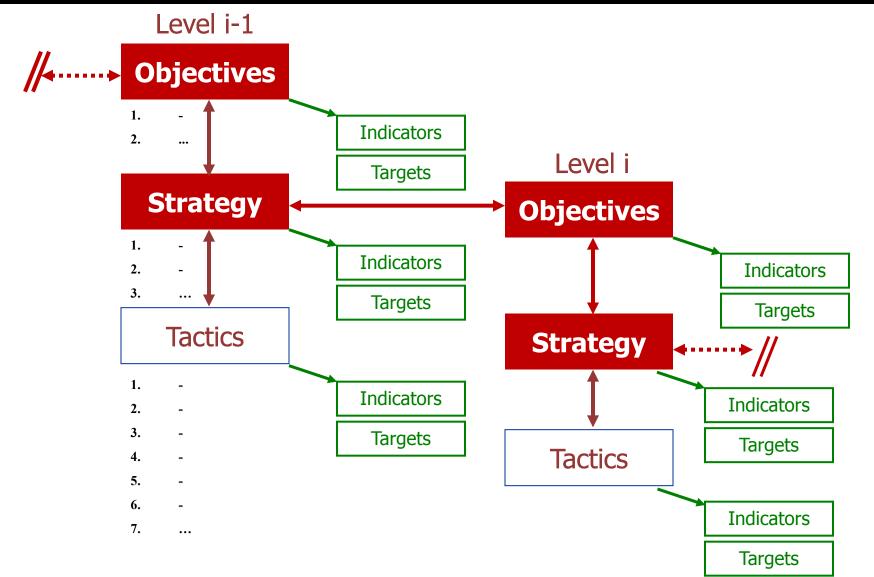
• <u>Tactics</u> :

Choose departure time / Prepare luggage / Buy ticket / Take ear plugs / Board the helicopter / Fasten seat belt



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Performance Scorecard



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First level of strategy

Corporate strategy

Second level of stategy

Funkcional stategy –

IT strategy, production strategy marketing strategy financial strategy HR strategy