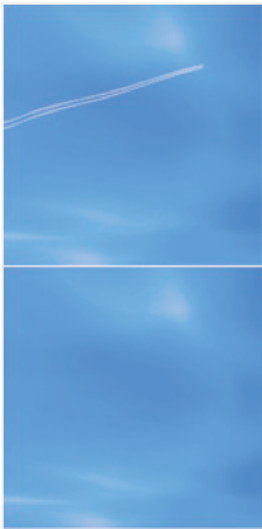




The Week's Schedule



© INCIDE Ltd. 2010. All rights reserved.

This is the schedule for your StratShot week which has been developed to maximise time and use concentration and momentum to get results. While we are engaged the entire week, each senior management member, except the CEO, need only devote eight hours to the process.

Monday - Briefing, mindsharing and ownership

10.00 - 12.30 CEO briefing

14.00 - 18.00 Four personal 1 hour dialogues

Tuesday - Mindsharing and ownership (cont'd)

10.00 - 13.00 Three personal 1 hour dialogues

Afternoon away - StratShot workshop preparation

Wednesday - StratShot workshop

10.00 - 13.00 Maximum seven participants

14.30 - 16.00 continuation

Thursday - Away - workshop analysis and report writing

Friday - Output Document: Strategy Outline and Action Plan

10.00 - 12.30 Reporting to CEO and discussion

- Process summary
- Capabilities profile
- Market/Brand/Sales strategies
- Cost/Asset strategies
- Other viable actions

Fees €10,900 - \$15,800 - £9,700. Non negotiable.
Excluding VAT if applicable. Travel expenses are charged at cost.