



TURNING OPPORTUNITIES INTO BUSINESS<sup>©</sup>

Consulting

## Praise from CEO Jonathan Royce, Bio-Works

*"I have told many colleagues that Stefan is by far the most curious adult that I have ever met. He asks 'Why?' repeatedly until he gets to the real root of a problem, challenge or opportunity. He approaches situations with an unbiased approach, and inspires teams by offering alternative perspectives that challenge the 'truths' that we all develop over time as a result of experience.*

*Stefan has worked closely with our sales and marketing team at Bio-Works over a 15 month period as an inspirational speaker and coach, helping us to find our inner sharks. Together, we have workshopped a number of ideas on how to identify, attract and retain new customers, and the results speak for themselves. (Just look at Bio-Works Investor Relations page to see our performance.)*

*I warmly recommend Stefan to any team looking to sharpen its commercial skills. If you cannot honestly answer the question 'Are you a shark?' with a 'Yes', invite Stefan to a meeting and hear what he can offer."*

**CEO Jonathan Royce, Bio-Works**



## Consulting clients\*

World-leading software company with communications problems. Consultation in making invisible values tangible and how to create consumer awareness. Resulted in changes in marketing strategy and laid the foundations for a global TV campaign.

New thinking can sometimes be painful. This is why we kicked the CEO of a billion dollar company where the sun doesn't shine. Perhaps less painful, we also acted as a sounding board for new ideas.

Event and advertising agencies. Created concepts and strategy that led to industry prizes, new accounts and events in the one million dollar class.

Acted as a sounding board in medical research and development. Contributed to improved packaging, innovation and interaction with the market and the internal organization.

Suggested creative opportunities for state municipalities in market planning and marketing execution. Working within the confines of their budget, we created new goals and new ways of reaching them.

Custom-tailored business creativity workshop for a global media company in Dubai, attended by representatives from some 15 countries. Consultation in concept development for creative marketing tactics on the market as well as creating a sense of renewal in the internal organization.

Participated in the consulting group for the construction of the Öresund Bridge between Sweden and Denmark, one of Europe's largest construction projects. (SEK 100 billion)



The Government of Dubai. Advisor and consultant on how to package Dubai as a tourist destination.

Västmanland region of Sweden. Consultation on tourism, housing and industry. The consultation focused on how to act decisively and create concrete tools to develop the region.

Description of opportunities for an entrepreneur. Created increased revenues and flexibility.

*\*Many of our clients also work with other consulting companies such as Boston Consulting Group as well as advertising, PR, media and branding agencies. For reasons of confidentiality, we will send out detailed descriptions of our work only after approval of each individual client.*

## Sharkonomics consultancy services

After the book, lectures and workshops followed. Now the time has arrived for consultancy services for organizations that want to develop with assistance from nature's most competent business strategist – the white shark.

- Implementation of the Sharkonomics **attack and defense strategies**.
- **Move or die:** Find the right level of evolutionary balance (development/change):

**Move:** Get the organization moving. Evaluate the speed of development.

**Die:** Stop doing the wrong things. Assess which values will die and how quickly.

- **Focus:** to get all the different units of the whole organization to work together towards the same goal and to create growth and dynamism– just like the muscles, fins and teeth of the shark cooperate in a coordinated way and move the whole body towards a clearly defined goal.
- **Efficiency** in moving towards the company's goals: Focus on relevance creates an efficient organization. By steering the organization rationally and not emotionally, fat will turn to muscle and will help the organization move ahead.

"To survive, companies have to behave like sharks  
– if they don't keep moving they will drown."  
Sir Richard Branson



- **Sonar:** Identify what's in the water (the market), map the complete picture and draw relevant conclusions. Risk analysis and environment analysis, find possible holes to fill.

**Jaws:** Aggressive business intelligence, actively identifying threats and possibilities. Guide and contribute to an active process of change.

**Shadowing:** Tailing competing organizations by means of a defensive business intelligence.

- **Cage diving:** In order to give our customers the possibility to experience for themselves the world's best source to business strategies – and what gave us the inspiration to develop Sharkonomics – we take them along to South Africa for a close contact with the world's most feared predator – the white shark.

Under the leadership of the world's most prominent shark experts, we will have the possibility to meet the white shark in its natural environment. The trips are arranged as group excursions for companies and organizations that wish to get a deeper experience and insight into business strategy based on the white shark's 420 million years of strategy development.

## Blind spot — Hidden opportunities?

Often projects are well organized and worked through. Our contribution as consultants is to look at the project with new eyes and with a wider view. It is about taking care of the strength within the company, and to detect new possibilities and contributions. It is then up to you, as our customer, to choose from the opportunities served from the menu of the blind spot. The undetected gives inspiration to new opportunities, and you decide what stage of development to focus on.

### 1. What is hidden in the blind spot?

To be able to create relevant ideas and concepts, we study material provided to us about the company and the market. We also use external sources and interviews with key personnel, management and other relevant recourses. We continue to work with the material and set up a date for presentation of the findings. The presentation will include material detected in the blind spot of the company. Every scenario will be discussed, and jointly we decide what opportunities have potential.

### 2. From hidden opportunities to profitable business

In this stage we decide what opportunities to develop further. We go from that stage to package the ideas into projects to see how we could implement them in the company. Good ideas increase in value if you know how they could produce value and profitability in the company. After going through this step, a handbook is created that can be used for the day-to-day work.

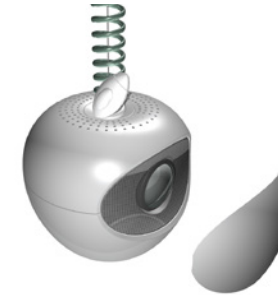
### 3. Do-Action

We can fully implement the potential from steps 1–2, or support the management as advisers, if requested. We detect opportunities and support you in gearing the company up for growing business. Moreover, we help the people within the company to follow the process.

### Evaluation

After every step of the process we evaluate and decide how to continue to exploit every opportunity. For us it is of the highest importance that the know-how we provide is being transferred to the organization.

The blind spot are full of innovative ideas, from future-oriented to those bordering on far-fetched. Get “out” of the box and “in” to new ways of working. He even presents the idea of letting the product work as a medium.



What if Apple could make a projector resemble an apple?



How would a new mobile phone look and work if Nokia really wanted to connect people?

“Some really good examples of business metaphors”  
TOMPETERS!

## ONE — Be one with your customers

The customer has become the undisputed king with mass media and the internet as its companion. Many companies have had the unpleasant experience of having this enormous force used against them. If you instead integrate your customers in your processes, you can have this force working with you instead of against you. The concept of ONE has been requested all over the world as a speech topic and consultation. We have great examples of how this can work in various organizations.

The company - Being one with the brand

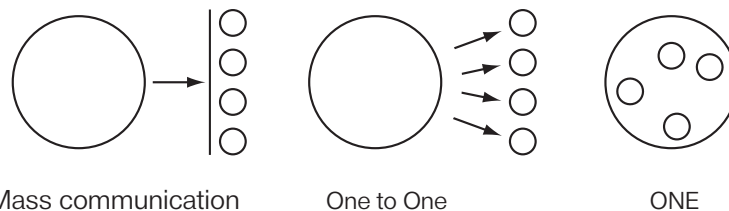
A satisfied customer builds corporate culture

Customer-based management

How to detect customer's needs

The concept of ONE is demanded all over the world for speeches and consulting within various industries.

Every company and its situation is unique. We create unique models for each company, together with our clients we create ONE.



“The book ONE is about one of today’s hottest topics  
– how companies can benefit from the energy of the consumer.”  
INTERNET WORLD

## Management advisory

Regardless of the competence of the management, this service will provide perspective and inspiration to key people in the organization. In a hectic business environment, you sometimes need an outside view of things to inspire you. This service is anonymous if requested.

## Detective in Possibilities

Often you can get the feeling that opportunities are too close to detect or, for some reason, in your blind spot. In these cases we act as detectives in finding this hidden potential. We search the company for opportunities and benchmark with the market to see if there are any strategic or management gaps. The findings can be found in new markets, products or services, or inside the company. The unseen and undone opportunities will inspire the corporate culture within the company. Sometimes, it’s about being one year ahead of your competitors.



## CEO Stefan Engeseth

Author, consultant, speaker and Guest Professor. Stefan's ideas range from innovative and future-oriented to bordering on far-fetched. Yet, they all build on the universal truth that without innovation and visions, companies will not grow in today's highly competitive business world. The question is, how far are you prepared to go? Over the years, Stefan Engeseth has worked as a consultant with internationally companies and Fortune 500 corporations. His lectures have become extremely popular because they are stimulating yet easy to take in and use. He has held over 500 lectures and workshops internationally at corporations and academic institutions. He has also taken part in the Öresund Consulate's reference group on the Öresund bridge between Sweden and Denmark one of the largest projects of its kind in Europe. He write articles for international business magazines.



## Advisor Mats Andersson

Managing Director, CEO and Chairman of the Board of domestic and international companies with focus on growth and a 15-20% profitability. Has carried out several profitable company acquisitions and stock exchange introductions in the US, the UK and Sweden. Speaks the language of performance.



## COO Zozan Bozarslan

Long experience from various industries with broad expertise in entrepreneurship, communication, social media, PR, marketing, project management, education, law. Implemented international projects. Speaks seven other languages.

We work in network with consultants, expert and science people.  
Depending on clients and projects.

More information contact Stefan Engeseth:



+46 (0)8 651 44 54  
+46 (0)704 44 33 54  
[www.DetectiveMarketing.com](http://www.DetectiveMarketing.com)  
[www.Sharkonomics.com](http://www.Sharkonomics.com)