



Optimum Profitable Growth Practice

The Mandate is Profitable Growth. Equipping the Organization to Win.

Strategy is not just a plan. It is a growth production system.

To achieve your targets, your team deserves a system that includes all the essential parts for delivery.

The Product: Your Corporate Strategy Office (CSO).

The Result: Optimum Profitable Growth.

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January 2026

The Corporate Strategy Office

Aligning Ambition with Capability

Every CEO drives toward one top target: Profitable Growth (Positive EVA, Growing MVA). When this target is challenging to reach, the focus must shift from "What went wrong?" to "What capabilities do we need to provide to ensure success?"

The Architecture of Success

Sustainable growth is rarely a matter of luck. It is the result of a specific chain of **ingredients** working in harmony within an organization. To bridge the gap between ambition and results, we must address four key areas:

- **Establishing the Winning Formula**
To secure growth, the organization needs an effective **Profitable Growth Strategy** at hand. Beyond a simple budget, teams need a clear formula for value creation to guide their efforts.
- **Energizing the Strategy Process**
To make strategy effective, the **Corporate Strategy Process** must function as a continuous engine of decision-making. Moving away from ad-hoc, calendar-driven rituals allows for agility and constant alignment.
- **Modernizing the Toolset**
To empower your teams, we provide advanced **Strategy Tools**. Moving beyond standard spreadsheets allows the organization to simulate scenarios and optimize outcomes with precision models.
- **Fueling with Strategic Data**
To drive the engine, the organization requires a structured intelligence hub. Moving from gut feeling to quantified market intelligence ensures that every decision is grounded in reality rather than assumption.
- **Certifying Strategy Skills**
To ensure execution, we invest in closing the **Skills Gap**. Strategy is a professional discipline; by providing certified qualification and training, we ensure that the sophisticated tools and processes are used to their full potential.

Building the Permanent Capability

To achieve this, you don't need another temporary consultant report. You need a **permanent organizational capability**.

We partner with you to install a fully functioning **Corporate Strategy Office (CSO)**. This provides your team with all the necessary ingredients—Process, Tools, Data, and Skills—as a turnkey asset, ready to perform

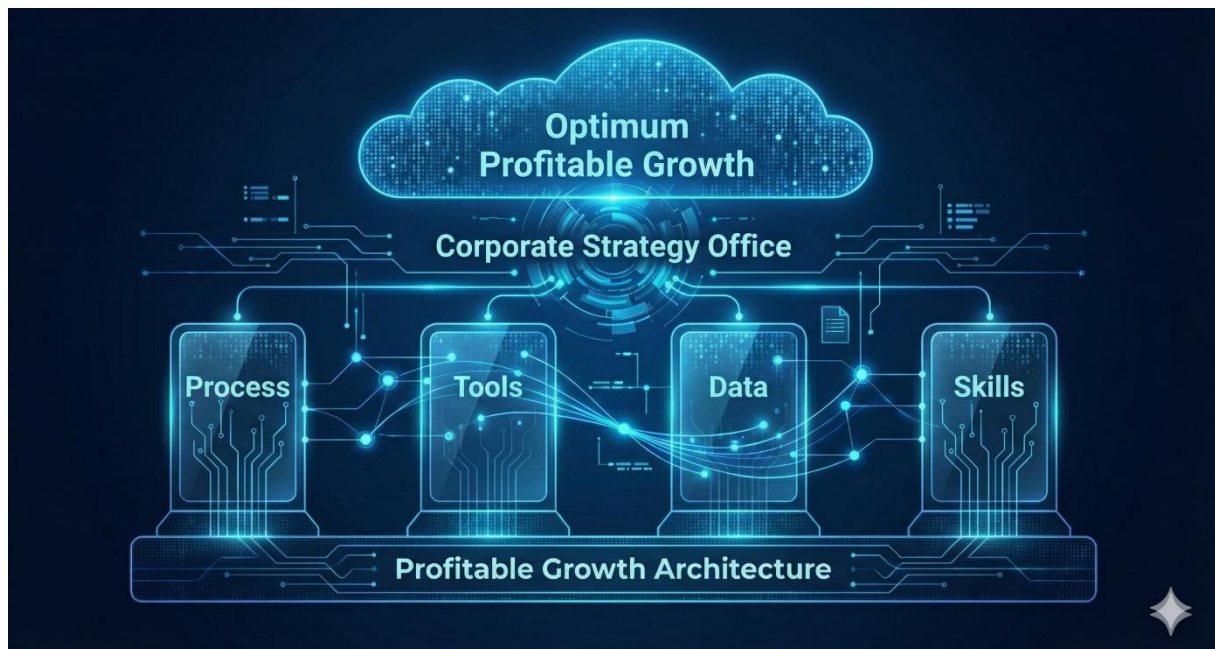
The Strategy B2B Offer: A Turnkey Corporate Strategy Office.

We don't just advise; we build.

Our core offering is the setup of a turnkey, fully effective Corporate Strategy Office (CSO).

We provide the "Strategy Operating System" your organization is missing, delivering all necessary ingredients for profitable growth in one integrated package:

- **Strategy Process (The OS):**
A defined rhythm of governance, decision-making, and the "Corporate Profitable Growth Strategy Handbook".
- **Strategy Tools (The Engine):**
The models and engines to simulate and plan value, including Capital Allocation models.
- **Strategy Data (The Fuel):**
The fuel of quantified market intelligence (TAM/SAM/SOM) and forward-looking indicators.
- **Strategy Skills (The Capability):**
The certified capability to run the system, making your team independent of external consultants, including hands-on coaching for your CSO.



The CSO Architecture – Engineered for Optimum Profitable Growth

Scalable to Your Maturity

We configure this Corporate Strategy Office (CSO) architecture to meet you where you are today

Feature / Capability	CSO ESSENTIAL	CSO PROFESSIONAL	CSO EXCELLENCE
The CEO's Mandate	"Regain Control"	"Scale Performance"	"Maximize Value"
Ideal For...	Companies needing immediate transparency and stability ("Firefighter").	Companies establishing corporate standards and reliable growth ("Standard").	Industry leaders needing to optimize profitable growth and value creation ("High-Performance").
The Pain Point	Blind Spots: "We lack transparency and run on ad-hoc decisions".	Rigidity: "We are reliable but slow; strategy is disconnected from execution".	Uncertainty: "We are winning today but blind to tomorrow's disruption".
Strategy Process	Re-Activation (Annual) Structured dev/planning, monthly controlling. Finance/Product/Customer perspectives. Descriptive & Diagnostic Analytics.	Dynamization (Rolling) 10-phases process for strategy alternatives dev and implementation planning. All perspectives. Diagnostic & Predictive Analytics.	Continuous Optimization 10-phase process for strategy options under uncertainty dev and optimum execution, Predictive & Prescriptive Analytics, AI-powered.
Strategy Tools	Standardization Unified templates, clean financial baselines, and SWOT/MBO/OKR frameworks.	Integration OKR/BSC/PMO, Integrated Business Planning and Connected BI systems.	Prescription u. uncertainty OKR/BSC/PMO, Digital Twins, AI-based daily performance and "risk/return" optimization.
Strategy Data	Internal Focus Financial data (INC,BAL,CF): ERP, Sales data: CRM, other data (technology, market) as lists	Internal & External Focus Financial data (INC,BAL,CF): ERP, Sales data: CRM, external data (technology, market) as pipeline models.	Business System Models Financial (INC,BAL,CF): ERP, Sales: CRM, external data (tech, market) as pipeline under uncertainty models.
Strategy Skills	Operational Readiness Process handover, basic training & "Open Loop" management.	Method Competence Team coaching, Strategy Practitioner Seminars & "Closed Loop" management.	High-Performance AI-powered Strategy training, Leadership Coaching & Mgmt under uncertainty.
Financial Focus	P&L Focus Revenue, COGS, OPEX & Earnings transparency and stabilization.	Capital Efficiency Working Capital, investments and return optimization.	Value Maximization EVA (Economic Value Added) & MVA (Market Value Added) optimum growth.
The Gain	Transparency & Order	Reliability & Agility	Value Creation
The Result	Growth	Profitable Growth	Optimum Profitable Growth

Optimize Your Engine - empower your team to turn strategic ambition into reliable results.

Don't let another quarter pass with blind spots - book a **Strategy Capability Assessment** to identify exactly which ingredient—Process, Tools, Data, or Skills—will most accelerate your profitable growth.

Prof. Dr. Uwe Hilzenbecher is a Principal Corporate Strategy Architect & Managing Director, Strategy B2B. Leveraging deep expertise from 250+ strategy projects across 40 industries and 25 countries to engineer high-performance Strategy Offices and Optimum Profitable Growth.
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