

The Archer Business Group

Our multi-disciplinary group has youthful and more mature input from a wide diversity of industry exposure. We bring a collective freshness of thinking to the transformation of existing ways of doing business and inspire the emergence of dynamic new business.

ABG provides valuable insights and direction to assist:

- An established business entering a new geographic market or restructuring its organisation and supporting infrastructure
- An emerging business planning to withstand explosive rapid growth
- A University or development group introducing innovation to market
- The Executive Group of an established company wishing to explore more effective direction
- A Region or City:
 - wanting to consolidate its assets and repackage its "offer" – or to restructure after major economic disruption (man-made, or caused by catastrophic climatic events)
 - seeking long-term sustainable and short-term financially independent re-use for existing local infrastructure
 - needing to bring its collective business knowledge together for overall improved competitiveness
- A tourism group wanting to maximize traveler visitation in an economically challenged market
- A company faced with the unexpected incapacity or death of its Director or CEO and needing immediate alternative forward planning

"As for the future, your task is not to foresee it, but to enable it"

Antione de St. Exupry



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"Ideas are great arrows, but there has to be a bow."
Bill Moyers

ARCHER
business group

Workshop

Sticky attraction

How to attract the investment that will bring long-term jobs and build community

Business Attraction or Inward Investment: under whatever title a region, city, or town labels efforts to bring new companies and investments to boost the economy, the role is challenging.

- How to target?
- Should you target?
- Do you build from a core – and do you know what core sectors are already resident?
- Do you have to rebuild from demolished infrastructure – demolished through physical disaster, or demolished by withdrawal of previous underpinning businesses or activities?

If you are faced with an urgent need to rethink, refocus, plan and act – but act to be the best protector of the funds to do so...

If you are an established region whose economy is constantly challenging and it needs a boost...

If you have a target and some objective and creative thinking could enliven your efforts...

In this workshop we will together review your economy to agree:

- precisely define what tools are in your toolkit (infrastructure, skills, history, culture)
- what future options could look like and select very short-term, medium and long-term targets
- what design is needed
- who can help – and has an interest in doing so for mutual benefit
- what tools you need to add apart from those already identified, and
- what funding is required and who can provide it from both the public and private sector.

At the end of the Workshop, the group will have developed a well-considered "Roadmap" to achieve the outcomes within the timeframe and estimated budget. Within this will be the immediate 30 day plan and the short term results to be achieved. This will then be prepared by ABG in the form of a Summary Report that can be used as a Workbook to develop the Inward Investment Plan in greater detail. The report will use workshop results to identify:

- target objectives – clearly defined
- the three to five first target actions and the results expected from them
- relevant liaisons - what relationships need to be developed or re-established
- estimated budget and identify targeted sources of funding
- a clear sequence of tasks, milestones, governance and communications

The Workshop

- **Where are we - and does it matter?**

What is relevant about our location? What are our market differentiators, and why are they important?

- **Identity Crisis**

How do we see ourselves, and how do others see us?

- **Spin**

What are our informal and formal existing efforts and promotion, and what has worked well?

- **Mirror, Mirror on the wall**

Objectively – are we as beautiful as we think? If not, what make-over do we need?

- **Marriage counselling**

Are our current relationships the most relevant, and how sound are they?

- **Speed dating**

Specifying the ideal target companies and organisations and what would entice them to us

- **Checking out the Rear Vision Mirror**

What was this place in the past? What has its history left us that we can reuse?

- **Parallel Universes**

What other country, state, region, city, or town has similar characteristics & industries?

- **Stemming the flow**

Which of our employers/ investors have we recently lost – and what are the implications?

- **Wooden Horses**

Whose existing activities can be the conduit to bring us effectively before our target clients?

- **Alchemy**

What are the things within our backyard that can be turned to golden attractors?

- **Navigation**

Creating the plan

- **Fail safe mechanisms**

Plan B and C - and correctional devices while navigating the route we choose

- **Captain and crew**

The governance structure to ensure the plan acts as expected

- **Hindsight is 20:20**

Review of the 2 day adventure and its unresolved queries, points, opportunities

- **...and then?**

Who does what, by when, for whom: Next Steps.



Workshop Leader:

The Workshop will be led by Paquita Lamacraft, a graduate of the Economic Development Institute and of the University of Minnesota. Paquita is a former Chief Operations Officer of a fast growth software company establishing its European Headquarters as the company undertook market entry into Europe.

Having worked in Australia, Indonesia, the USA, England, Italy, the United Arab Emirates, Qatar, and Germany where she is now based, Paquita understands first hand what the cultural impacts can be in developing your new market, and where previously unidentified opportunities lie. With a diverse and international professional network, Paquita can also often make that valuable introduction to the right person to facilitate activities in the new geography. Using her own business experience drawn from working with companies in a broad range of sectors she has crafted a practical, hands-on approach to guiding the market penetration of new geographies – and of clearly defining the steps to market readiness.

Before founding the Archer Business Group, Paquita was a senior consultant with the Rapid Growth Team for new business development in Germany at Hewlett Packard. Paquita is a popular public speaker and her workshops are immensely creative, fun, inspiring, and operate with a tight focus on the objective, while feeling relaxed.