

Strategic steering in uncertain times

How to successfully manage the simultaneous challenges of inflation and recession

Many companies currently face the challenge of adapting their strategy to meet the rapidly changing macroeconomic conditions. To name but a few: changes of spending patterns, increasing energy costs, supply chain disruptions and a possible recession. The simultaneous occurrence of these effects makes it harder to identify short-term measures to compensate for cost increases and / or demand decreases.

enable2grow supports the senior management by using a workshop-based 3-step process in order to structure and prioritize the different challenges and to develop pragmatic solutions.

Key results of this method for strategic steering in uncertain times are:

- Top-down evaluation of main challenges based on a proprietary steering concept incl. selected company comparisons
- Detailed analysis of top 3 challenges using scenario modelling
- Evaluation of scenarios and their strategic implications and developing initial counter measures

„A highly structured and equally pragmatic approach creates transparency in a highly complex and volatile situation. This enables the senior management to make fact-based and quick decisions.“



Dr. Norbert Paddags | Senior Advisor for Strategic Steering

The key feature of his profile is the combination of consulting expertise – he started his career at McKinsey & Co. – and extensive management experience. During his 10 years in various management positions he focused on supporting senior and top management in strategy development and controlling. Norbert has read economic history at Oxford University and wrote his doctoral thesis in macroeconomics at the Free University of Berlin. → [in](#)

Ready for the next step? Contact us for an informal exchange at **+49 89 44 99 07 20** or book us [here](#).