MODUL 3

Menyusun Storyline & Key Messages

Induktif vs Deduktif

Deduktif

- Apa yang salah
- Apa yang menyebabkannya
- Yang harus dilakukan
- Cara melakukannya

Change

Change

Induktif

- Anda harus mengubah…
- Ini yang harusnya anda lakukan…
- Ini caranya…
- Tambahkan alasannya

MERANCANG STORYBOARD

PREP

Contoh Kerangka Storyboard

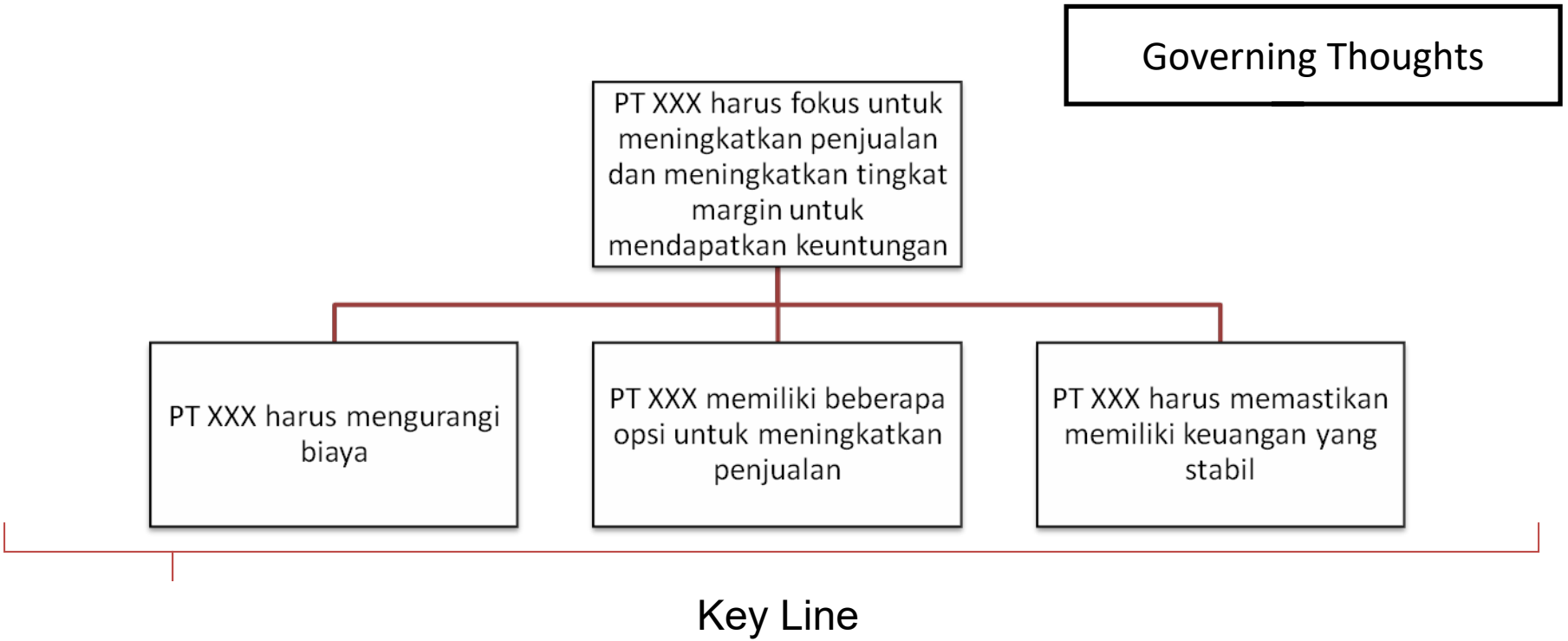
PT XXX butuh sebuah tindakan untuk meningkatkan tingkat keuntungan dengan fokus kepada:

❑**Mengurangi biaya**
- Biaya tenaga kerja di level korporat
- Investasi
- Peningkatan kinerja cabang

❑**Meningkatkan penjualan**
- Lingkungan makro
- Tren pelanggan
- Penawaran yang unik untuk memikat pelanggan

❑**Menstabilkan bisnis**
- Meningkatkan cashflow
- Evaluasi struktur keuangan perusahaan
- Mengembangkan rencana jangka pendek dan jangka panjang

Contoh Kerangka Storyboard



Kmart Corporation Recovery Plan

Overview

- Kmart is a $35 billion in revenue retailer
- Profits lag its major competitors of Wal-Mart and Target
- Costs are above the two competitors
- Sales per square foot lag competition
- The company is in a tight cash position

1

Kmart needs an action plan to address its key issues that focuses on profitability by

- Reducing Costs
- Improving Sales per square foot
- Stabilizing the business

2

Reduce Costs

§Labor Cost at corporate

§Investment

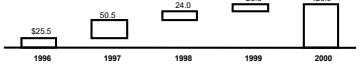
§Recovery

3

Labor Cost

4

Investment in dark stores



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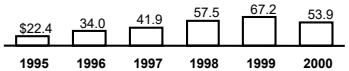
Recovery in underperforming stores



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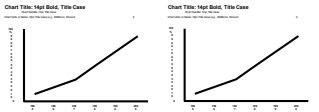
Improve Sales per square foot

7

Macroeconomic Environment



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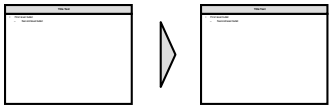
Customer Trends



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Unique offerings to grow sales

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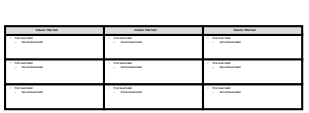
Ensure Stability



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Improve Cash Flow

- Procedure Cutting
- Packaging
- Quality Control

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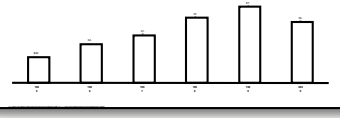
Reevaluate and redo corporate financial structure



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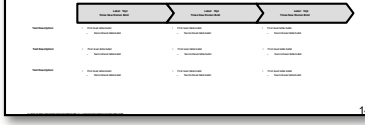
Develop short and long term plans



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Next Steps

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