

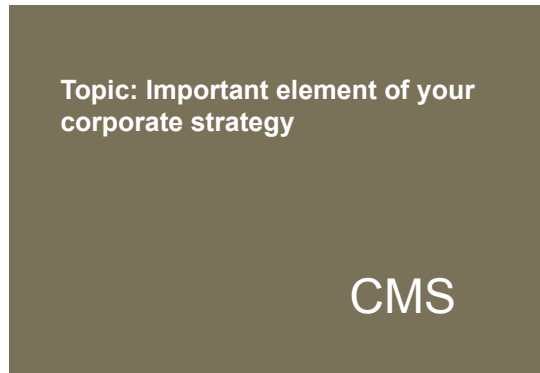


Confidential Market Sounding (CMS)

Unbiased and candid data, compiled from engagement with key external stakeholders, to support major strategic initiatives



ICG Confidential Market Soundings (CMSs)



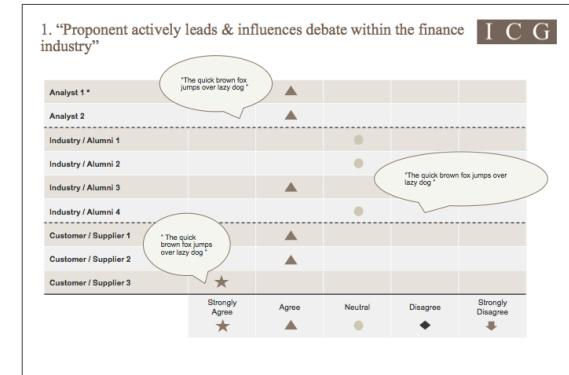
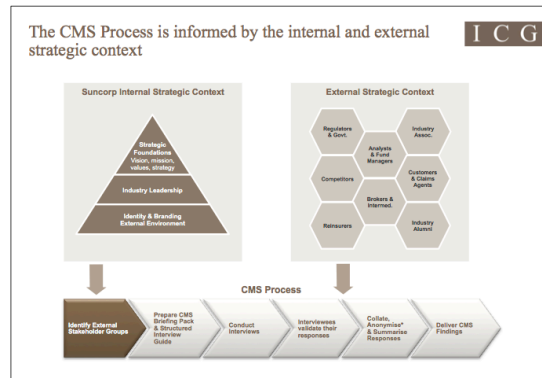
Customised to your unique requirements.
Pricing reflective of scope

CMSs provide detailed, validated responses from key external stakeholders to a set of prepared questions pertaining to a key element of your corporate strategy. ICG collate and synthesise the interviewee responses to identify trends, consistent themes and strong, one-off messages

- A rigorous and robust data gathering process conducted by senior ICG Affiliates
- Challenges and/or confirms internal “conventional wisdom” and “widely held beliefs”
- Delivers independent, candid responses from targeted key external stakeholders
- Captures off-the-cuff insights in addition to responses to the formal prepared material
- Allows senior external stakeholders to deliver messages to business leaders that are otherwise muffled by layers of executive staff.

A CMS improves understanding of the external environment by recording the appetites and views of external stakeholders. A CMS is an effective tool to apply prior to launching any critical, strategic initiative that otherwise relies on internally sourced data.

Sample 1: CMS on Industry Leadership and Influence



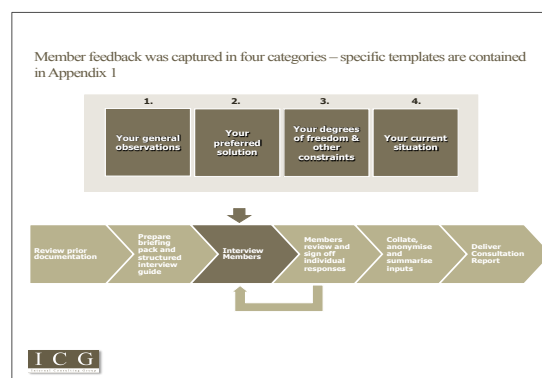
PRODUCT SAMPLE: INDUSTRY LEADERSHIP IN FINANCIAL SERVICES (total of 98 pages)

CMS delivered both raw data and ICG synthesis drawn from 15 interviews with key external stakeholders

Examined all aspects of the proponent's industry leadership activities, the value derived from their current approach and methods to further influence the external environment through leadership efforts

- Initial pilot CMS compiled responses from 15 interviewees carefully selected from three external stakeholder groups
- External stakeholders received detailed Briefing Packs, responded enthusiastically providing detailed feedback to a set of prepared questions, framed to produce both qualitative and quantitative responses
- CMS provided valuable guidance in several key areas, for example, the need to manage client relationships along an intermediated value chain, the value of industry associations to bring about change and the importance of acting quickly and effectively in times of crisis.

Sample 2: CMS on Pricing of Financial Transaction Services



Synthesising the foregoing leads to ICG's recommended solution package

Application lever	Current position	ICG recommendation	Rationale
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Level 2	Lorem ipsum dolor sit amet, consectetur adipiscing elit	Lorem ipsum dolor sit amet, consectetur adipiscing elit	Lorem ipsum dolor sit amet, consectetur adipiscing elit
Level 3	Lorem ipsum dolor sit amet, consectetur adipiscing elit	Lorem ipsum dolor sit amet, consectetur adipiscing elit	Lorem ipsum dolor sit amet, consectetur adipiscing elit

Other actions

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PRODUCT SAMPLE: PRICING OF FINANCIAL TRANSACTION SERVICES (Over 100 pages)

CMS delivered both raw data and ICG synthesis drawn from 13 interviews with service users

Examined critical pricing issues for users of a financial services transaction platform which is critical to the Australian economy

- CMS compiled responses from 13 interviewees representing all but 2 users of the platform
- Interviewees received detailed Briefing Packs and participated in structured interviews which elicited quantitative feedback on pricing issues as well as open-ended qualitative inputs on a range of strategic issues
- Quantitative feedback was anonymised to show acceptable and preferred solutions for each participant and “sweet spots” were identified
- Qualitative feedback was synthesised into a coherent narrative, with indicators for the number of interviewees and different user types mentioning each theme.



Internal Consulting Group

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