

## ***The 7 EKS® Strategy Steps and the 4 Principles***

### ***The 4 Principles***

#### **Principle 1**

Focusing on own power and potentials, reduce frittering.  
All I can obtain comes out of me, there initially exists no failure. There are only results – results of my own efforts supported by a strategic plan, oriented at my skills and possibilities, and in balance with my contemporary. I perform what I have decided to do and at every moment, I am aware of what I am doing.

#### **Principle 2**

Targeting my power at a narrow target group.  
Not everybody may equally benefit from my products or service – however, some specific people will need it urgently. For those people, I am committed to doing my best, those people I offer my skills and knowledge. And this target group is valuing my service according to the benefit it provides.

#### **Principle 3**

I go into the gaps and niches.  
What is already available is not my business. My solution target on areas, that have been neglected so far, or that are to be discovered. I openly use suggestions from other disciplines – I will use my whole fantasy.

#### **Principle 4**

Going into the depth of a problem solution, I target to a position as a market leader.  
Having attained appreciation, having reached the full confidence of my employer or customers, if the solutions fit, then I have produced a symbioses, a vice versa benefit between my target group and me. We both develop further and fully gain from the growing synergies. By close and confidential cooperation, I will become the best solution provider in my area, the market leader – appreciated and supported by my partners and my surrounding, unique without any competition!

## **Conclusion**

Too idealistic to be true? Too blue-eyed? NO, starry-eyed are the get rich quick guys!

However, that's all hard soft facts. Compare contemporary and historic writings of publishers, philosophers and thinkers.

Visit the examples on [www.strategie.net](http://www.strategie.net) and [SBI](#) case studies links

Even my own story is an example: by this strategy after a severe job situation, I changed my profession from a sales technician for semiconductor devices to coach and strategic consultant.

## ***The 7 Phase-Program of the [EKS](#)***

### **Phase 1**

What is the current state? What are the special strengths and competences? (Strength= knowledge, skills, talents, situation, assets, connections, all you are aware of as personal property. However, in the first run, REGARDLESS of value, because some lower valued strengths may be very important in combination with others)

### **Phase 2**

What could be the most promising and prosperous business area? In this phase, you already cannot know what it will really be, but you have to start, even if some premises are wrong.

That leads to

### **Phase 3**

What is the most promising target group? From phase 2 you know where to search, and you come together with real men you may interview, ask, discuss and get an idea where to go further with your initial ideas. You will have to adapt them and develop your business area by doing phase 4.

### **Phase 4**

cares for

what is the most severe problem of your target group (bottleneck of their development)? The inner effect of the [EKS](#) is an accelerated learning process, by the way, a feature of the [SBI](#) project too. With every progress with every step, you will better understand what is going on with your project and who is really your possible target group.

## **Phase 5**

the innovative Phase

How should and can I innovate my service/products for my customers?

How can I do better to satisfy my customers better, so I ideally I will become the one and only supplier of their needs and irreplaceable problem solver?

## **Phase 6**

Not everybody can perform all, concentration on the core competences.

How and with whom should I cooperate at competences that I need but do not have, to solve my customer 's problems and fulfill their needs best? And finally

## **Phase 7**

What is the constant social basic need I should fulfill for my target group, far from the mere procedures, features or hardware solutions? Does a biker want a special product with special technical data? In the first run yes, however behind could be the desire for freedom, independence, or the desire to be a member of a special community – Harley Davidson or other desires behind, not necessarily bound to a specific technical solution. By that constant need, you walk towards market leadership.

## **Comments**

By applying the strategy in my own job situation, I made the experience, that concentrating on to the first 4 phases is already a large step to an own business or improvement of an existing job. I coached people that with phase one alone gained sufficient personal confidence and ideas to succeed getting a new job.

Increased self confidence by strength analysis very often reduces stress too.

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