

Case Study – Strategic Focus

- **Rationalized Sears Portfolio**
- **Created Strategy Scorecard**
- **Facilitated Off-Sites**
- **Cut Capital to Non-Performers**
- **Reinvented Off-Strategy Units**
- **Divested Non-Core Businesses**



Where Is Your Business Bullseye?

- **Size of Market**
- **Market Growth**
- **Cyclical / Seasonal Characteristics**
- **Ability to Become a Leader**
- **Ability to Leverage Brands**
- **Leverages or Augments Core Competencies**
- **Addresses Strategic Gaps**
- **Customer Authority**
- **Customer Relevance**
- **Ability to Execute Profitably**
- **Multiple Value Capture / Synergies**
- **High Multiple Business**
- **Positive EVA**
- **Accretive to EPS**
- **Raises EPS Growth Rate**
- **Acceptable Regulatory / Compliance Risk**

