

# Hidden Champions of the Consulting Industry

Award for Stern Stewart & Co.

## “The true heroes of the consultancy sector”

- >> A current study by Prof. Dr. Dietmar Fink, DGMF Deutsche Gesellschaft für Managementforschung, (published in the Manager Magazin 08/2006) has compared the market leaders McKinsey, Roland Berger and The Boston Consulting Group with smaller, less known consultancies whose expertise as perceived in the market is considered to be higher than that of the market leaders in at least one consultancy field.
- >> Nine smaller consultancies, which are, however, viewed highly by experts as “hidden champions” were able to qualify and take on the market leaders in the study.
- >> 229 executives of German companies – board members, managing directors, budget holders and project managers – were questioned in order to identify the hidden champions.
- >> The survey measures the expertise perceived within the market in terms of implementation, ability to communicate, sustainability, controlling as well as additional subject areas that were investigated.
- >> Stern Stewart & Co. leads by some margin in the sector of “Value Management” and occupies top positions in terms of the most important criteria, which companies use to select their consultants.
- >> The repeated top results in this investigation survey are due to the specific consultancy approach adopted by our company: the consistent focus of all the activities on creating value as well as high levels of method and implementation competence.

# Stern Stewart & Co.

Stern Stewart & Co. supports companies that strive for sustainable value creation. Established in New York 25 years ago, Stern Stewart & Co. today is the leading consulting firm for value management. Our objective is to support decision makers in implementing their value agenda in three key areas: corporate management, customer value management and organizational development.

We measure the success of our consulting services by assessing the improvement they generate for our clients' fundamental enterprise value. One of our developments, the EVA<sup>®</sup> value measure, expresses this improvement and has now emerged as an international standard. Consequently, most of our clients generate an above-average shareholder return compared to their competitors.

Implementing value orientation in the whole organization requires cultural change throughout the entire enterprise. This transformation can only be carried out successfully if the corporate culture is addressed consciously and change management techniques are applied actively. Our consulting approach, therefore, not only involves concept development but also supports the realization and implementation of concepts in the company.

## Stern Stewart & Co. Competencies in Value Management

### Corporate Management

- >> Capital Market Strategy
- >> Portfolio Strategy
- >> Planning and Target Setting
- >> EVA<sup>®</sup> Performance Management
- >> Risk Management
- >> Compensation

### Customer Value Management

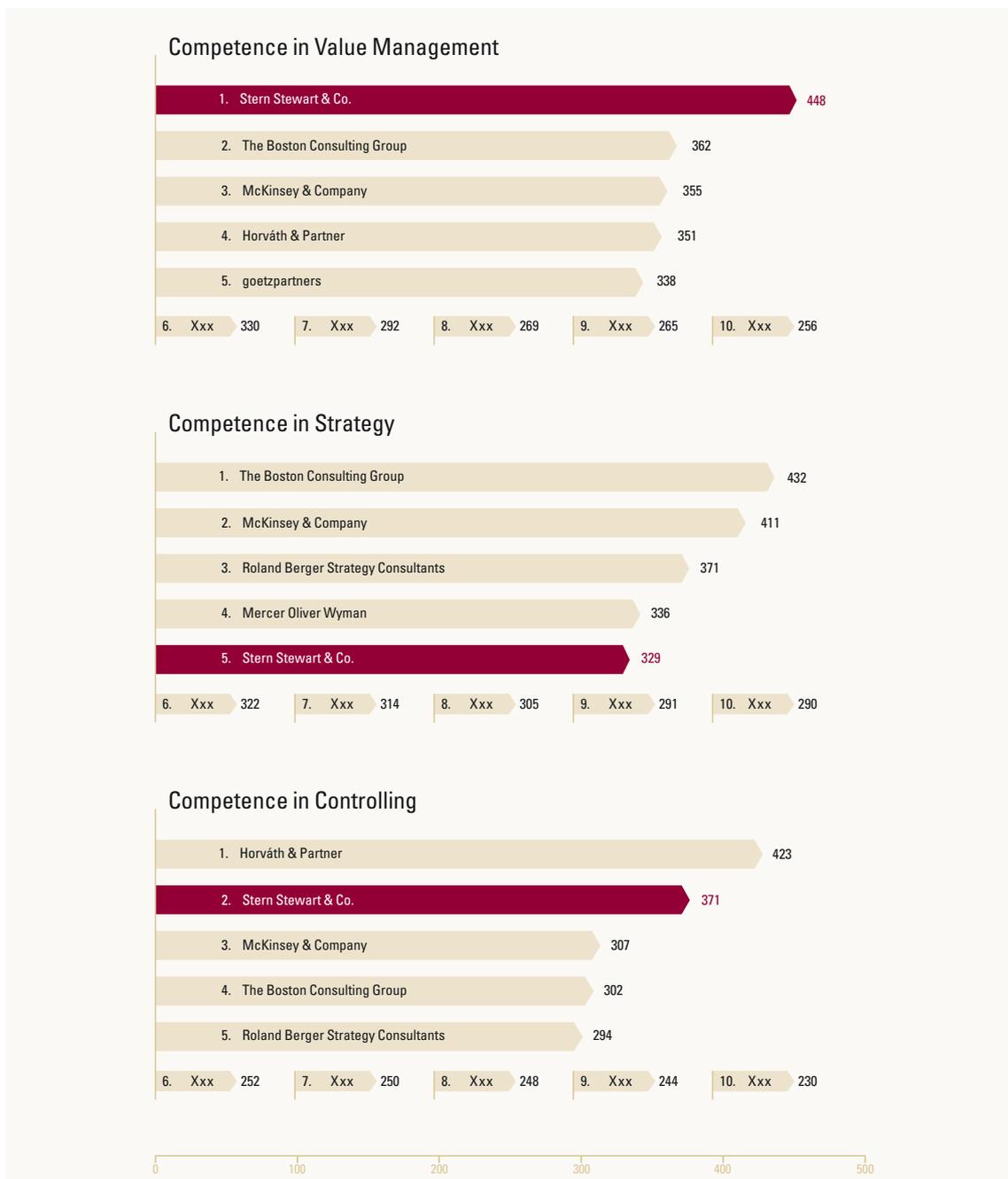
- >> Customer Value Calculation
- >> Customer Segment Strategy
- >> Category Management
- >> Brand Management
- >> Price Management
- >> Sales Controlling

### Organizational Development

- >> Management of Value Drivers
- >> Process Optimization
- >> Organizational Design
- >> Change Management
- >> Implementation Management
- >> Training and Communication

# Stern Stewart & Co. is a leader in the field of Value Based Management

Stern Stewart is delighted at the recognition it received in the study. The results are an impressive confirmation of our position as the leading consulting firm in the field of Value Based Management.



# We appreciate the loyalty of our customers

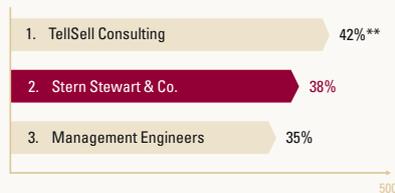
Our strength is not just the consistent value based consulting approach, but also and especially our definition of our role: We know that value creation does not simply emanate from the latest theories or methodologies. It is rather the case that quantifiable success is the result of jointly implementing the developed solutions.

“In terms of the implementation the executives surveyed evidently have more confidence in the hidden champions than in the major powers of the industry”

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## Significance of the selection criteria from the customer's point of view

### 1. Implementation skill



### 2. Sustainability



### 3. Communication skills



### 4. Ability to work in a team



\*\*Number of people surveyed who gave the consultancy firms listed the highest respective marks for expertise in terms of the aforementioned criterion, base: all those people surveyed who are able to evaluate the respective consultants in qualitative terms (sum = 100).

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