

## Summary

The RODEO Context Analysis Kit will help you to

- Identify and deal with your main turbulence drivers,
- Develop an adaptive organisation ready to successfully cope with turbulent environments,
- Understand how complexity principles can enhance the robustness of your company.

The RODEO Context Analysis Kit is designed to be a follow-up to the Complexity Starter-kit, but can also serve as a stand-alone tool. The RODEO Context Analysis Kit will indicate appropriate tools of the RODEO Business Development Suite for your company to foster robustness.

## Content and Key Learning:

### STEP 1: Assigning complexity principles to robust business development.

- Outline of six valuable principles of complexity science.
- Alignment of complexity principles to the development of business organisations.

### STEP 2: Robustness check.

- Introduction to robustness enhancing factors (based on complexity principles).
- Assessment of the scope of implementation of robustness enablers in your company.

### STEP 3: Turbulence check.

- Introduction to the notion of turbulence.
- Identification of your main internal and external turbulence drivers.
- Elaboration of your strengths/weaknesses in coping with these key turbulence drivers.

### STEP 4: Elaboration of measures and tools.

- Definition of relevant steps towards robustness (short/long-term).
- Initiation of methods and tools application

## Overview and Benefits

- New understanding of business development phenomena based on complexity principles.
- Identification of the specific key turbulence drivers of your company.
- Definition of enablers to successfully cope with turbulent environments.
- Action list for robust business development.
- Ability to apply valuable complexity principles in your daily work

## The RODEO Context Analysis Kit is directed at :

- Director level
- Department/team level
- Your specific needs!

## RODEO Context Analysis Kit What is involved?

The RODEO Context Analysis Kit is designed as a full one-day workshop, suitable for 5 to 7 participants. Before the workshop, each participant should complete a short questionnaire, which will be sent in advance.



Yesterday's business approach



Today's business approach