



# Business at War

## Introduction

Battlefield® Management & Leadership Solutions (BMLS) has created an extremely powerful and comprehensive strategic and tactical planning methodology that is uniquely positioned at the forefront of international business best-practice trends.

The methodology is based on the exploitation of a combination of adapted classical military principles and well-established business practices that enable executive teams to solve business problems by applying easily-understood, standardised processes and techniques that can be mastered by all in the organisation. The methodology includes revolutionary techniques that foster and support a collaborative, team-based approach to planning and successful operational management through the development of inspirational strategic leadership qualities.

***"Vision without action is merely a dream.  
Action without vision just passes time.  
Vision with action can change the world."***

- Joel A Barker



## Background

The trend towards the use of aspects of military doctrine in business has reached unprecedented heights in world-famous academic institutions in the United States and other parts of the world, as well as among organisations such as the Institute of Directors in the United Kingdom.

All are actively recommending and promoting the use of military principles as being at the cutting edge of business best practice and executive training methodology in today's rapidly changing global economy.

The value of the contribution that the military can make in business is also recognised and pursued by leading corporations around the world. Increasing numbers of major companies are actively

recruiting young men and women out of the military to perform key management roles in their business operations. They are selected for the skills taught to them by the military, including leadership, people management, effective communication and their mastery of clear reasoning and problem analysis techniques.

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***Leading experts point out that classical processes and techniques employed by the military are, quite literally, the deciding factor between life and death and that their real-time functionality is geared to be infinitely faster, more effective and conducted under more extreme conditions than is ever required in business.***

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## Services

Based on BMLS's extensive professional military and corporate experience as well as the expertise of a team of highly specialised associates who are available to support specific client programmes, the ground-breaking methodology is applied to the following client services:

- **Management and leadership development:**

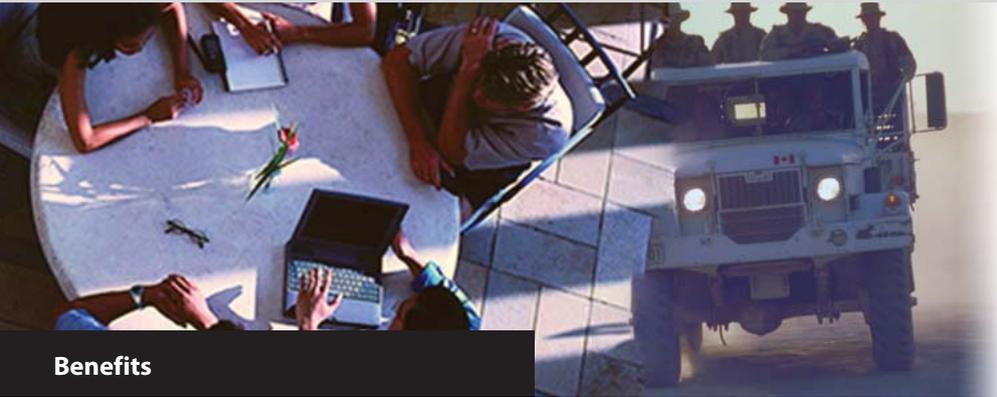
A training programme designed for executive and senior management teams in which delegates are briefed on how and why military principles have been adapted for the benefit of business. They are also coached on how to apply the BMLS methodology to strategic and tactical planning, as well as other situations within their own organisation.

- **Executive management battlefield breakaway:**

A programme designed as a highly motivational skills development and team building "breakaway" for business executives. Conducted on actual Anglo / Boer or Anglo / Zulu historical battlefields, delegates are tutored in the use of the BMLS methodology using military case studies.

- **Strategic and tactical planning:**

Classic strategic and tactical planning workshops facilitated by BMLS and tailored to provide executive management teams with practical and measurable outcomes to corporate planning and specific business improvement initiatives.



## Benefits

All services are designed to optimise business opportunities by enabling organisations to:

- Develop a meticulous business strategy that is supported by resourceful and original tactics.
- Translate strategy and tactics into high-performance implementation plans that foster close coordination throughout the organisation.
- Formulate solutions to business problems that are based on creative, lateral thinking and that deliver competitive advantage in any market or trading environment.
- Craft inspired strategic leadership qualities and effective communication capabilities that motivate and drive superior performance, team-work and innovation.
- Easily and seamlessly realign strategy and tactics in order to capitalise on fleeting opportunities in the market and counter unexpected threats.
- Develop and implement optimal monitoring and evaluation processes that enable rapid adaptive action to be taken to ensure strategic and tactical success at all levels in the business.



Contact us

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*“The planning cycle will not, on its own, guarantee a good plan. What is required, instead, is an open mind, objective thought, thorough knowledge, validity, depth of argument, realistic conclusions and an aggressive yet balanced approach.”*

*- Military Staff College Manual*