



CREATING THE BEST VALUES



TRUSTED PARTNER FOR YOUR FUTURE

COMPREHENSIVE
&
CUSTOMIZED **SOLUTIONS**
FOR YOUR BUSINESS



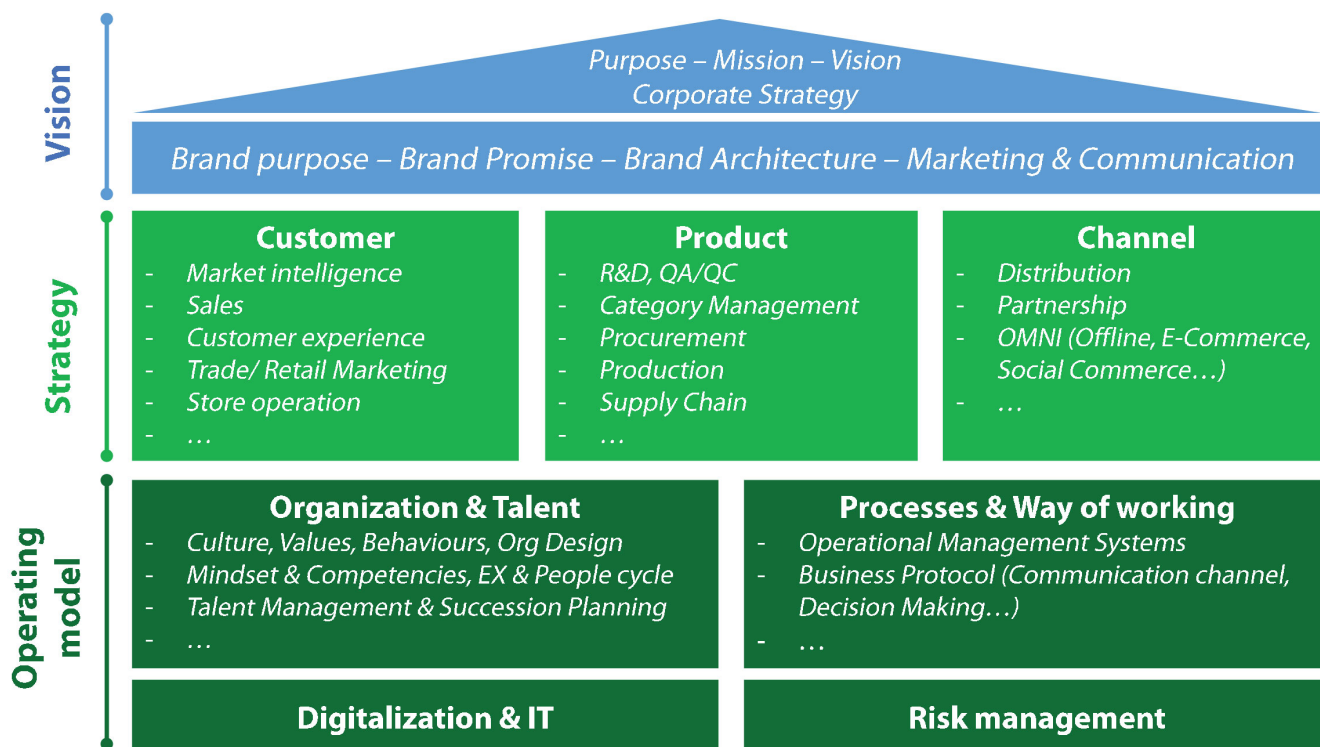
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LIFT UP TOTAL BUSINESS STRATEGY

- ① Planning to reinforce long-term success of the business.
- ② Identifying goals, priorities, and development roadmap.
- ③ Establishing and connecting all functions to help optimizing business operations.
- ④ Driving synchronization and consistency in execution.



STRATEGY HOUSE



Source:

Overall Framework: BCG

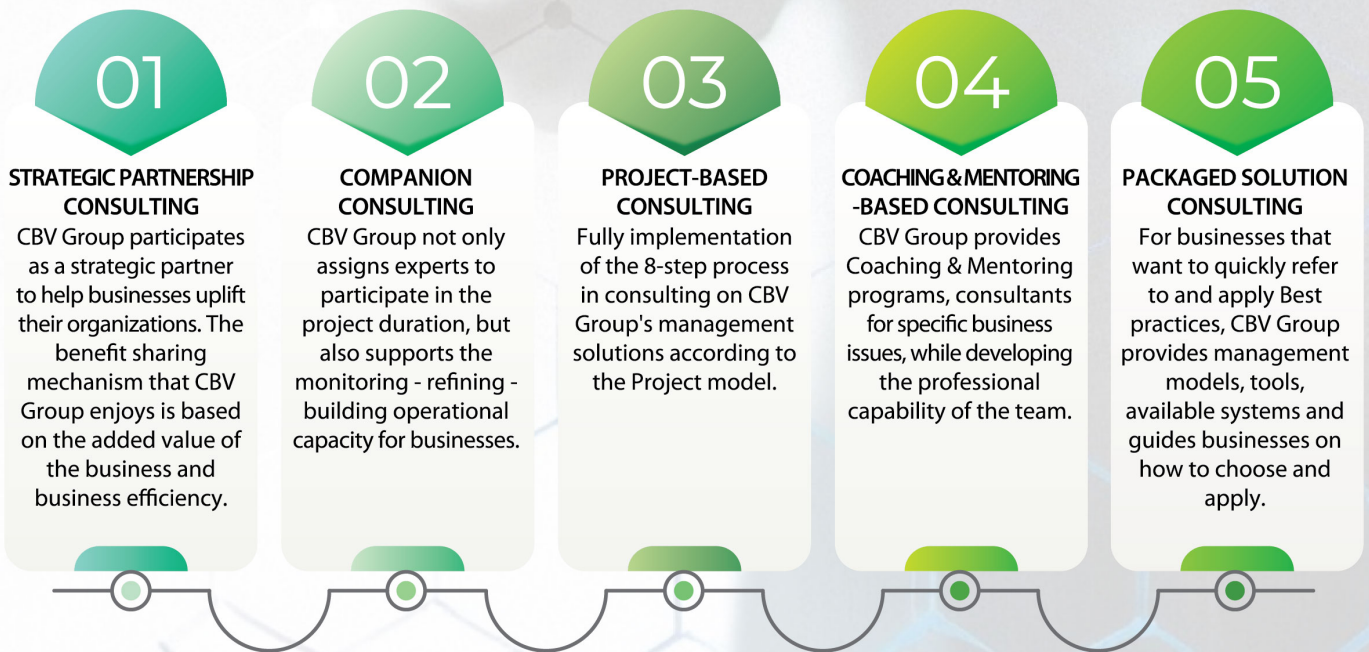
Detailed functional strategy: CBV Group

LIFT UP TOTAL BUSINESS STRATEGY

TOTAL BUSINESS PERFORMANCE CONSULTING SCOPE



VARIETY OF CONSULTING PRACTICES





1. CORE BUSINESS CAPABILITIES

Core business competencies are the core elements that help businesses sustain and drive growth. These include strategic capabilities such as innovation, operational efficiency, and adaptability to the market. These capabilities are not limited to products or services, but also include the ability to build sustainable customer relationships and expand markets. Successful businesses are often those that are able to strongly develop these internal capabilities to create their own competitive advantage.

People and culture are two important factors that determine the success of any business. An organization with a positive culture and highly motivated employees will be better able to adapt to changes and challenges. Corporate culture includes the values, beliefs and codes of conduct that govern the way employees work. This directly affects creativity, work performance and the ability to retain talent. Individual and team capabilities, along with promoting solidarity and cooperation, help the organization easily achieve its strategic goals.

3. PEOPLE & CULTURE



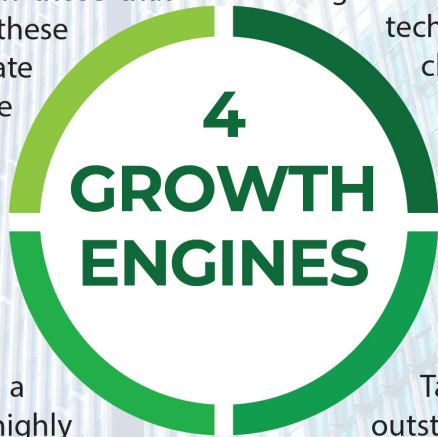
2. DIGITAL TRANSFORMATION

Digital transformation is the process of applying digital technology to change the way a business operates. This includes not only digitizing existing processes but also creating new business models and improving customer experience. Digital transformation can help businesses optimize performance, improve competitiveness and create new value.

Digital transformation is not just a technical issue but also involves a change in mindset and culture across the entire organization.

Talent and leadership play a key role in guiding and driving a business forward. Talent is the individual with outstanding abilities, skills and creative thinking who contributes to the innovation and growth of the organization. Leaders are the ones who guide, motivate and make important strategic decisions. The combination of a strong leadership team and a talented workforce will help the business achieve its long-term goals and maintain people & leadership benchstrengths.

4. TALENT & LEADERSHIP



4 GROWTH ENGINES

CORE BUSINESS COMPETENCY

- ① **Market Intelligence:** Identify growth opportunities and market trends.
- ② **Business Strategy:** Develop strategies to achieve business goals.
- ③ **Product Innovation:** Improve products/services to increase competitiveness and create differentiation.
- ④ **Financial Management:** Manage capital resources to optimize the use of financial leverage.
- ⑤ **Supply Chain Optimization:** Optimize the supply chain to improve operational efficiency.
- ⑥ **New Business Development:** Explore new business opportunities through M&A and ecosystem expansion.

SOLUTIONS FROM CBV GROUP

Total Business Performance: providing solutions, focusing on:

- Market analysis, Business Strategy establishment
- Corporate financial management
- Supply chain redesign consulting

SENSOR SYSTEM OF CUSTOMER & MARKET TOWARDS SUPPLY CHAIN IN RETAIL INDUSTRY



M&A CONSULTING:

- ▶ Connecting opportunities between buyers and sellers of businesses through a data platform that is professionally managed and secured business confidentiality according to the standards of Transworld Business Advisors (TBA), The world's No. 1 enterprise in the field of M&A brokerage with more than 40 years of global experience.
- ▶ Evaluating, analyzing, and consulting on strategic solutions to help businesses increase their internal strengths as well as values.
- ▶ Performing due diligence with the participation of reputable and experienced professional partners to ensure legitimate benefits for buyers and sellers.

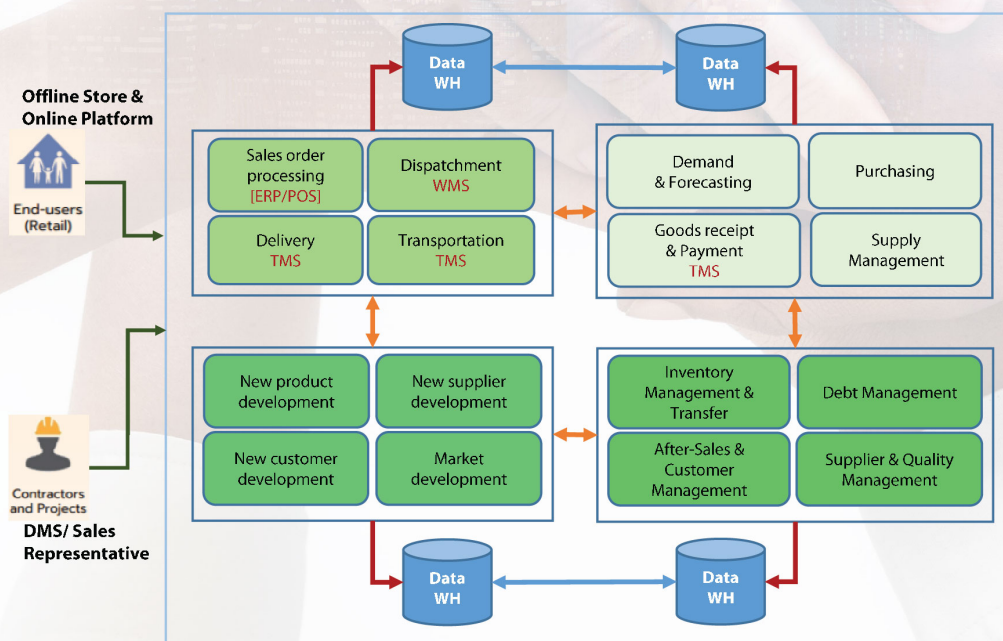


CORE BUSINESS COMPETENCY

TECHNOLOGY SUPPORTS ENTIRE VALUE STREAM



WORKFLOW & AUTOMATION IN SUPPLY CHAIN OF RETAIL INDUSTRY



DIGITAL TRANSFORMATION

- ▶ **Process Automation:** Using technology to automate business processes.
- ▶ **Data Analytics:** Using data to make more accurate business decisions.

L.I.F.T LEARNING MANAGEMENT SYSTEM (LMS)

- Online training system for businesses, with superior features: Total Learning solutions, Performance-based learnings, ready-to-use learning products.
- Comprehensive Learning Solution Management Software is built by CBV Group team of experienced experts in the field of L&OD and programming engineers, used by nearly 100,000 Users with high frequency.



Learning Innovation for FUTURE TALENT

L earning Ecosystem	-	Hệ sinh thái giải pháp học tập
I nnovation in Design	-	Sáng tạo trong thiết kế
F uture-focused Vision	-	Tầm nhìn hướng tới tương lai
T alent Centricity	-	Tập trung khai phá tiềm năng

ECOMMERCE INTELLIGENCE (Market Report from E-commerce Platforms)



E-Commerce Report is an advanced e-commerce analysis tool with easy-to-use, data-driven features that help research, collect and analyze data for e-commerce businesses.

FINANCIAL MANAGEMENT DASHBOARD (Management Reporting Tool)

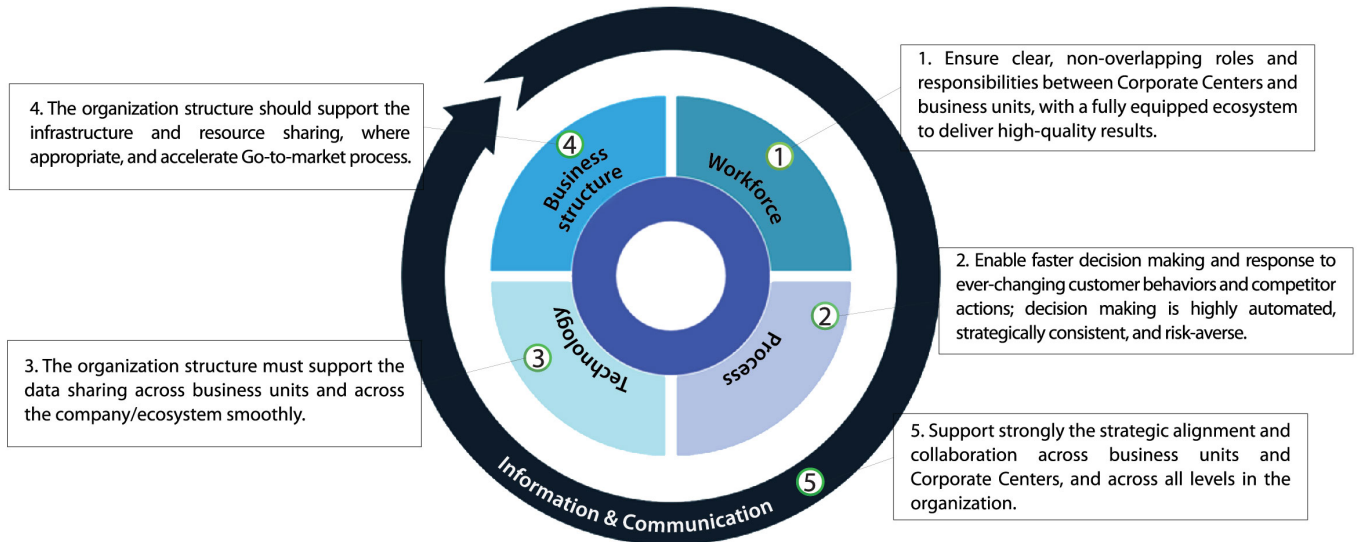


F&A Report is a tool that connects data in the Accounting software that Enterprises are using to quickly display Reports and Charts analyzing Financial - Accounting indicators.

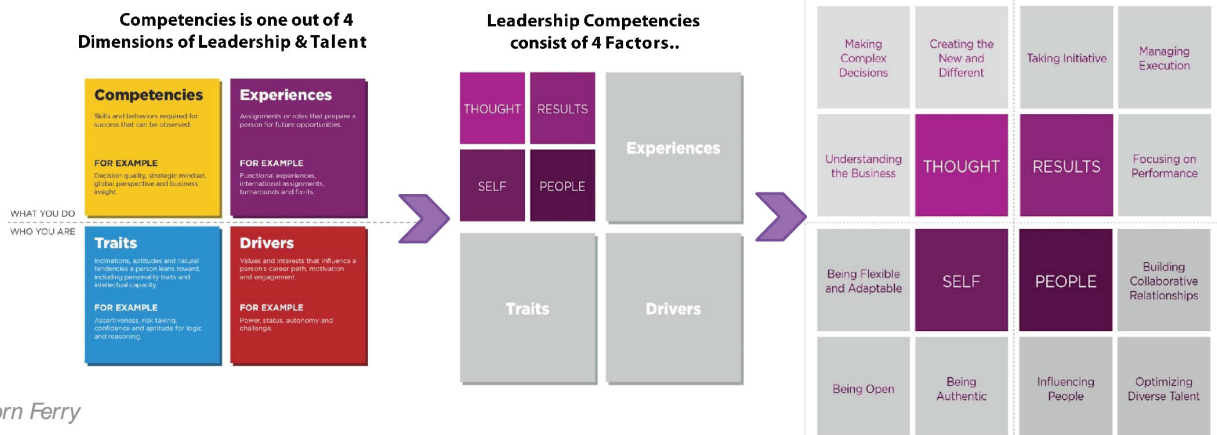
PEOPLE & CULTURE

STRATEGIC ORGANIZATION DESIGN

5 CORE PRINCIPLES IN STRATEGIC ORGANIZATION DESIGN



LEADERSHIP COMPETENCY FRAMEWORK DEVELOPMENT



Source: Korn Ferry

8 SELECTION CRITERIA FOR DEVELOPING COMPETENCY FRAMEWORK

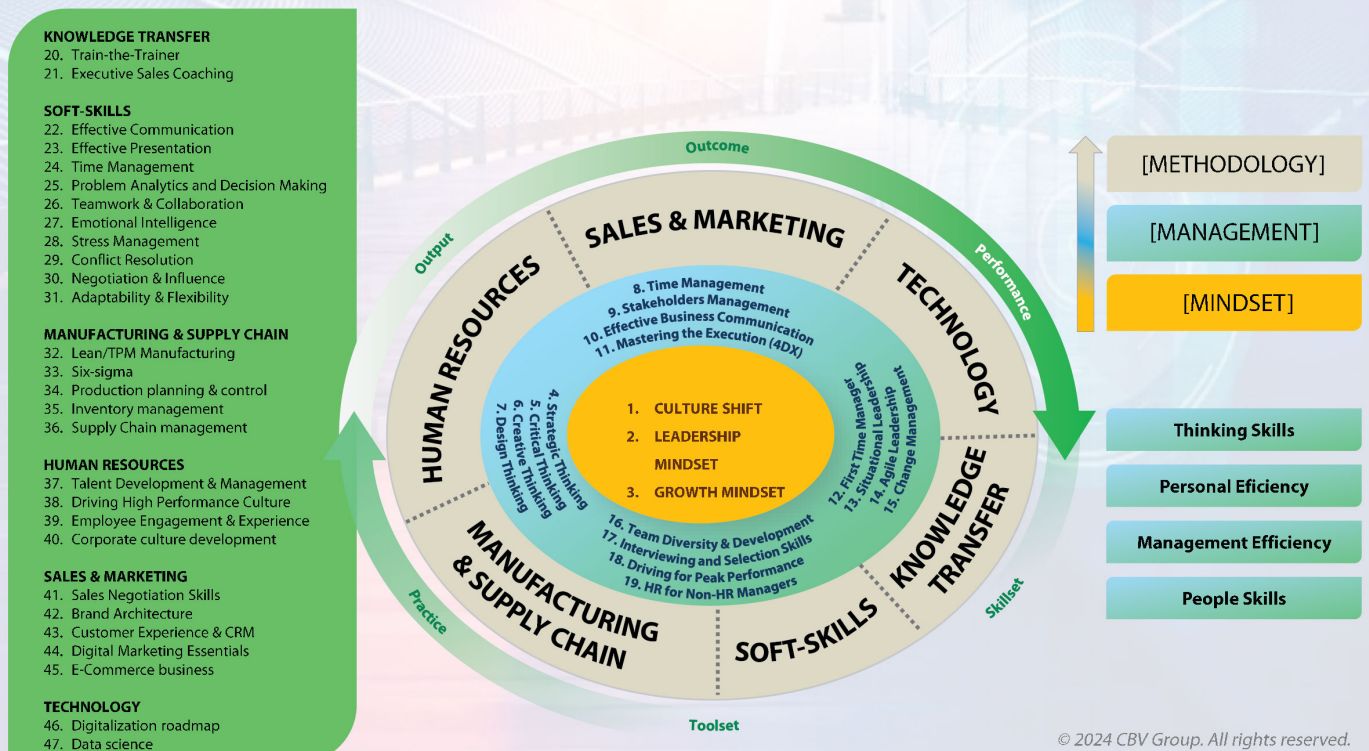


Source: Korn Ferry

PEOPLE & CULTURE

- ▶ **Building Corporate Culture:** Using Corporate Culture to leverage Transformation and Growth.
- ▶ **Employee Engagement:** Motivating and increasing Employees' Engagement to drive Business Performance.
- ▶ **Diversity & Inclusion:** Encouraging Diversity and Inclusion in the workplace, increasing creativity.
- ▶ **Soft Skills Development:** Improving Capabilities to meet new requirements for organizational evolution.

PEOPLE DEVELOPMENT SOLUTIONS – CBV GROUP'S LEARNING DIAGRAM



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4Ds

DIAGNOSE

Purpose
Business insights
People matters
Problem Articulation

DESIGN

Goals & Objectives
Approach
Plan
Activities

LEARNING DESIGN APPROACH

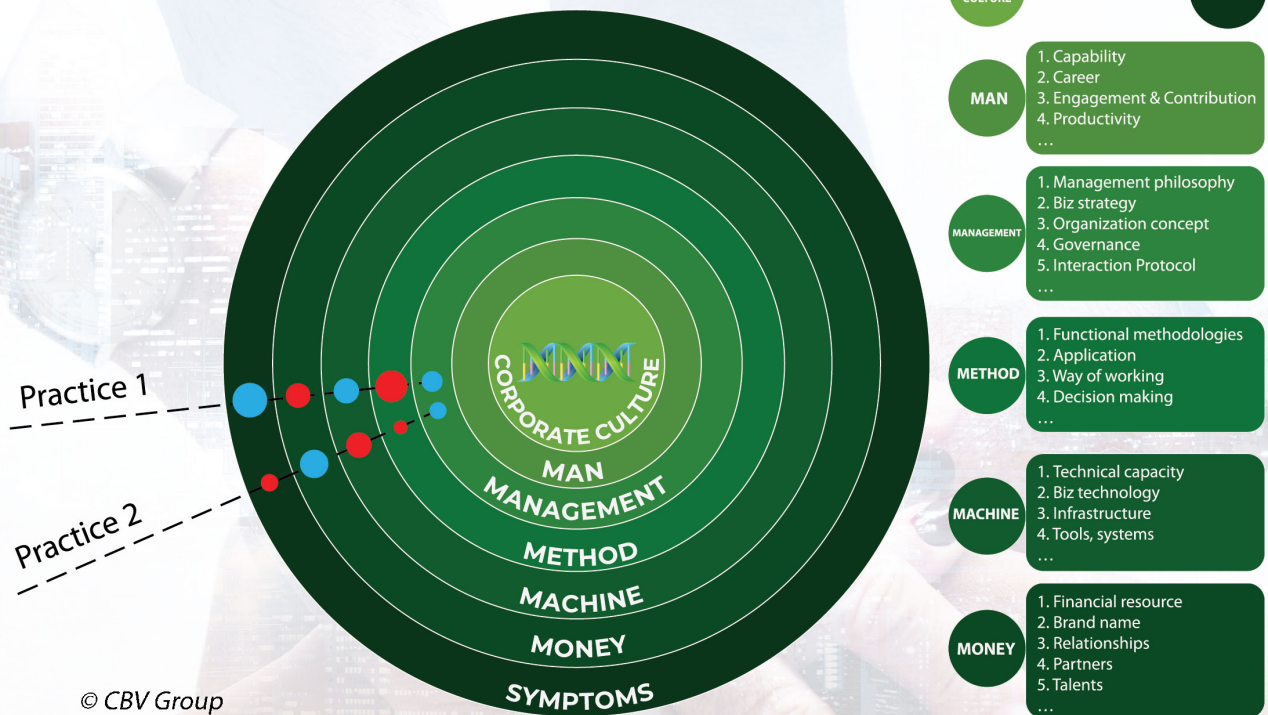
Post-training Activities
Group Coaching
Skills Evaluation
DIGEST

Alignment
Implement
Measurement
DELIVER

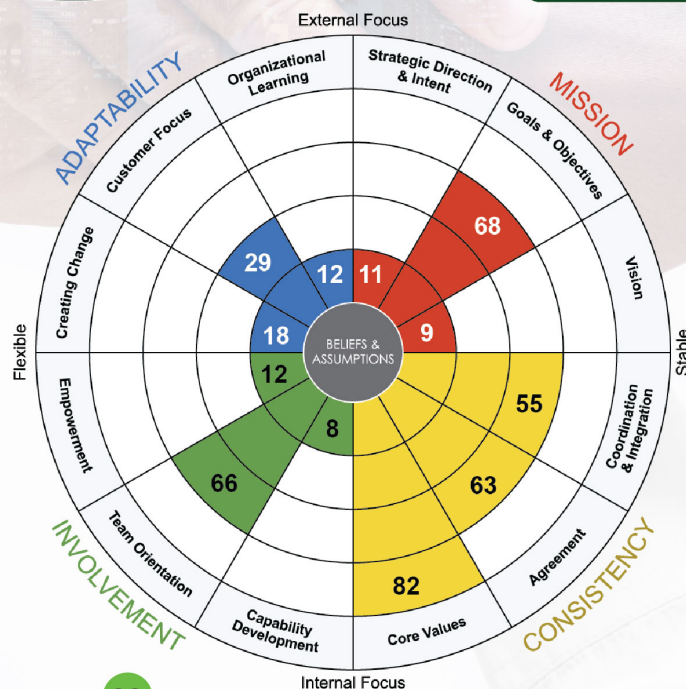
PEOPLE & CULTURE

- **Executive Coaching:** Methodology of openness to look inside-out to observe and learn good things, then outside-in for internal reflection to find points that need to be upgraded and generate commitments to implement for new results).
- **Reshaping Corporate Culture:** Focus on 3 main phases: Diagnosis, Culture development and Capacity Building for corporate culture management, implementing solutions (Interviews, Focus group and Workshop for Phase 1, Workshops with HR and departments for Phase 2, Code of practice for developing corporate culture management capacity for Phase 3).

CORPORATE CULTURE



Corporate Culture Model (DENISON)



PEOPLE & CULTURE

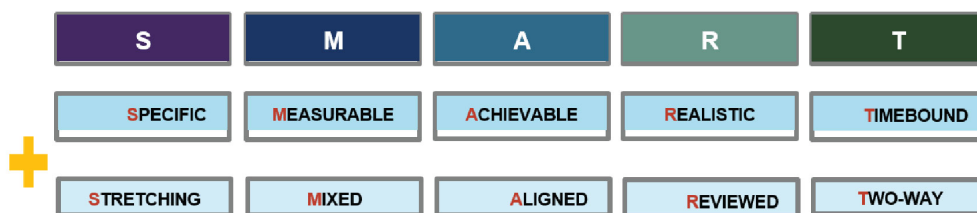
PERFORMANCE MANAGEMENT & ENABLEMENT

NEW PHILOSOPHY IN MANAGING PERFORMANCE

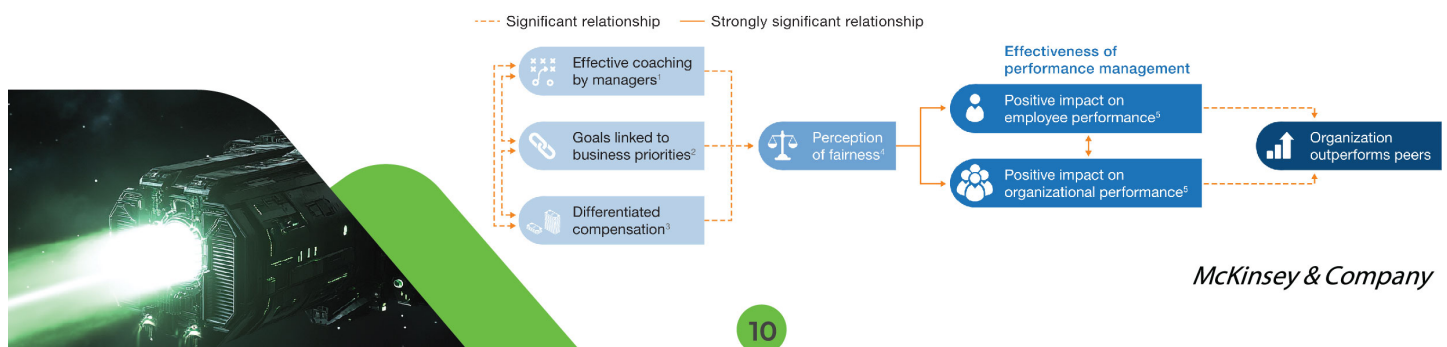
		Design choice	Potential options		
 Goal setting	1	Degree of differentiation	1 system for all job families	2 systems (eg, sales and executives)	Multiple systems (eg, sales, R&D, executives, etc)
	2	The nucleus of performance	Priority focus on individuals	Priority focus on teams	
 Performance reviews	3	Performance formula: what vs how	Priority focus on business outcomes (eg, financial KPIs, objective key results)	Shared focus on business outcomes (the what) and employee behaviors (the how)	
	4	Review responsibility	Committee-led review	Manager-led review	Integrated review
 Ongoing development	5	Development levers	Assessment and rating	Individual growth	Combination of both
 Rewards	6	Incentives	Holistic (ie, compensation and benefits, career progression, development, recognition)	Strong focus on nonmonetary incentives (ie, career progression, development, recognition)	Strong focus on compensation and benefits

McKinsey & Company

DOUBLE-SMART TO DRIVE PERFORMANCE SUSTAINABLY



3 KEY PRACTICES DIRECTLY INFLUENCE PERCEIVED "FAIRNESS" IN PERFORMANCE MANAGEMENT

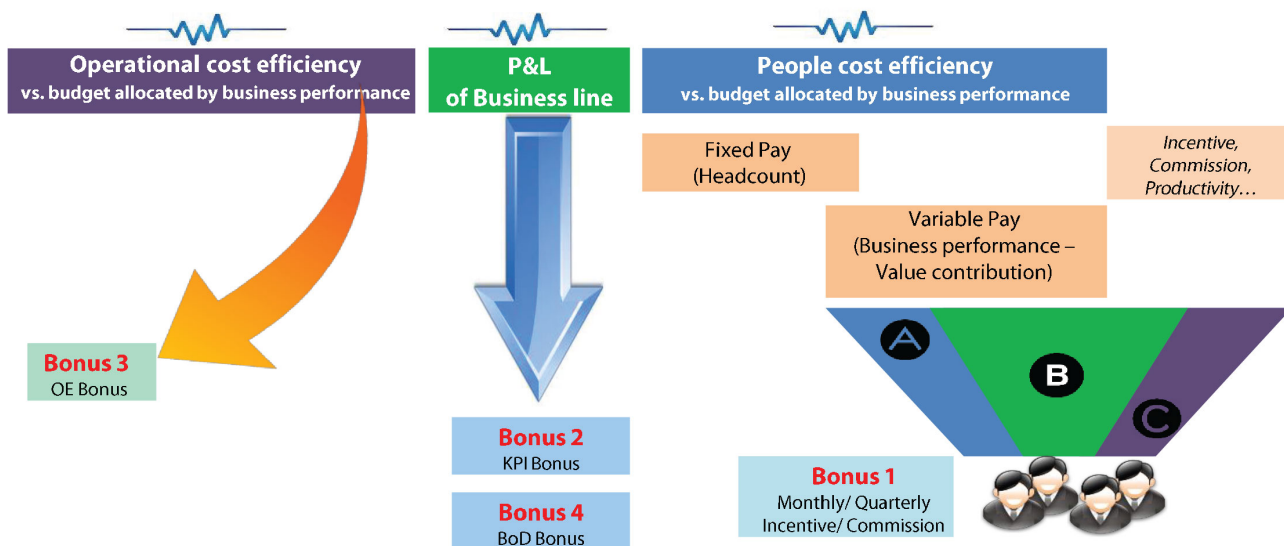


McKinsey & Company

PEOPLE & CULTURE

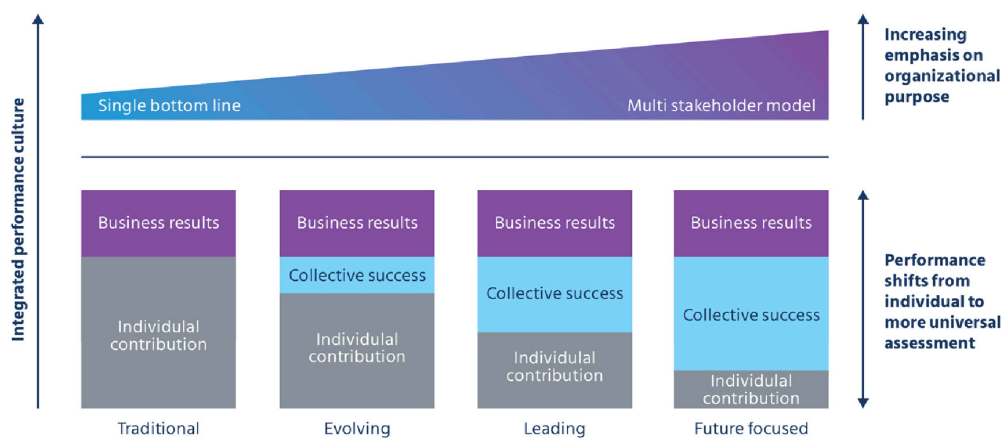
TOTAL REWARDS MANAGEMENT

BOOSTING LABOR PRODUCTIVITY & PAY COMPETITIVENESS, OPERATION EFFICIENCY THROUGH PERFORMANCE-BASED BUDGET ALLOCATION.



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REINVENTION OF TOTAL REWARDS ON EXECUTIVE LEVEL: PURPOSE – BASED PAY



Source: Mercer



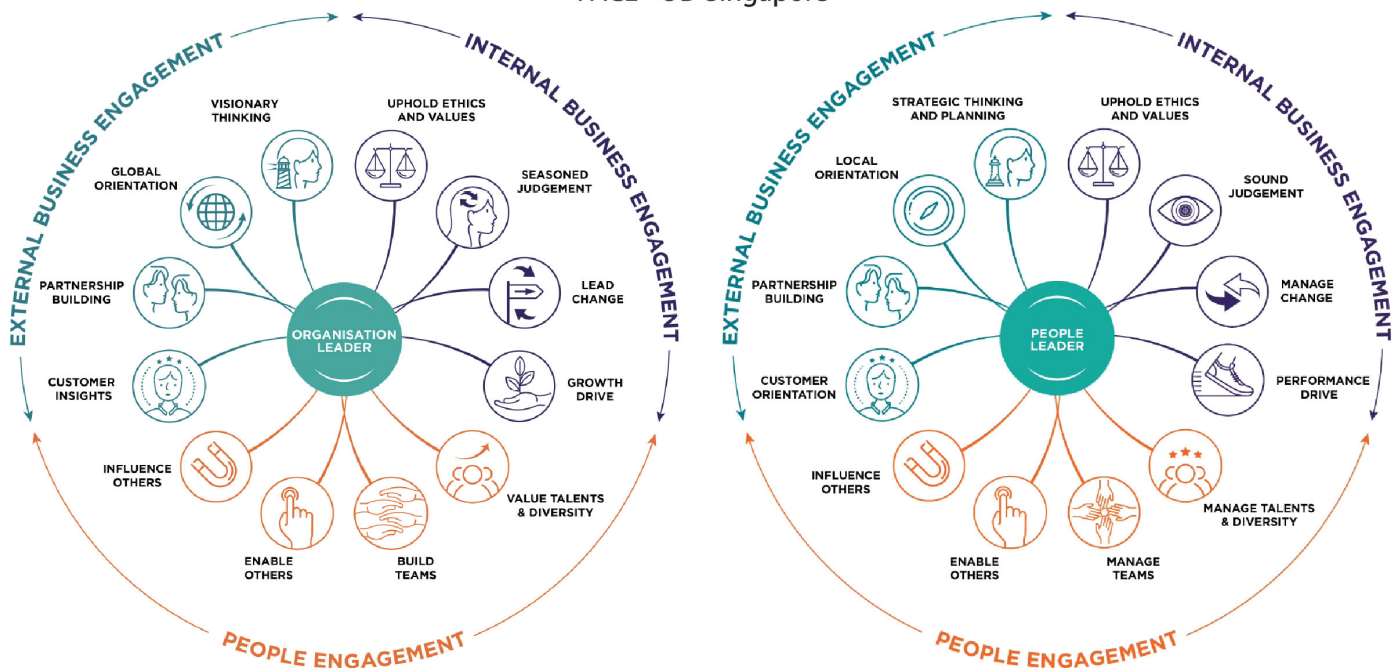
Source: Mercer

TALENT & LEADERSHIP

- ▶ **Talent Strategy:** Planning and implementing strategies to attract, develop and retain talent.
- ▶ **Leadership Development:** Elevating the organization through leadership development.
- ▶ **Performance Management:** Boosting employee performance to increase efficiency and competitiveness.
- ▶ **Succession Planning:** Planning for leadership succession in the organization.
- ▶ **Mentorship & Coaching:** Personal development through connecting relationships and transferring knowledge.
- ▶ **Competency framework development:** Provide a 3-step framework: Build Success Profiles, compare Best Practice frameworks, models according to the Enterprise's style.
- ▶ **Assessment Center/ Development Center:** Build Simulations (SIM), build assessment experience structure, develop assessors team.

OL & PL 360° ASSESSMENT ORGANISATION LEADER & PEOPLE LEADER FRAMEWORK

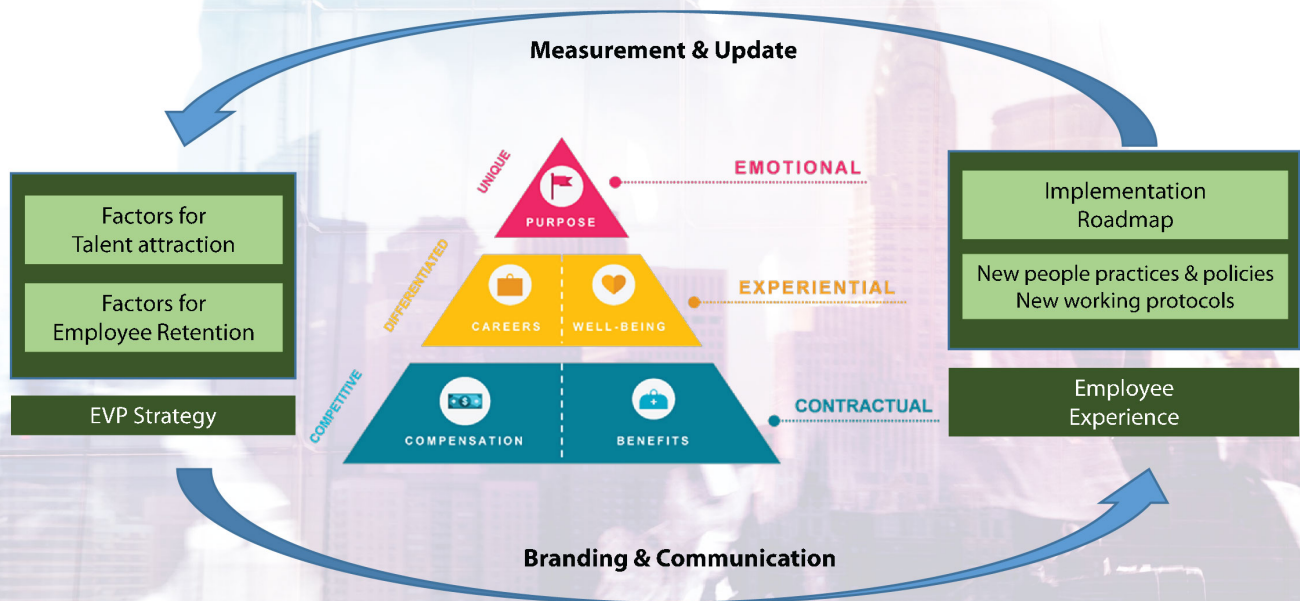
PACE - OD Singapore



Distributed by CBV Group in Vietnam.

EMPLOYEE EXPERIENCE & VALUES

Employee experience plays a crucial role in driving employee engagement, as it encompasses every interaction and perception employees have throughout their journey within an organization. A positive, meaningful employee experience enhances satisfaction, motivation, and commitment, fostering a deeper connection to the company's mission and culture. By actively promoting employees' values and aligning them with the organization's goals, companies can strengthen their Employer Value Proposition (EVP) in the market, positioning themselves as attractive employers and retaining top talent in a competitive landscape.



Source: Mercer & CBV Group

ENHANCE EMPLOYEE EXPERIENCE

Real® Organization Experience - Six Dimensions

A model developed by PACE OD Singapore to measure positive organizational experiences.

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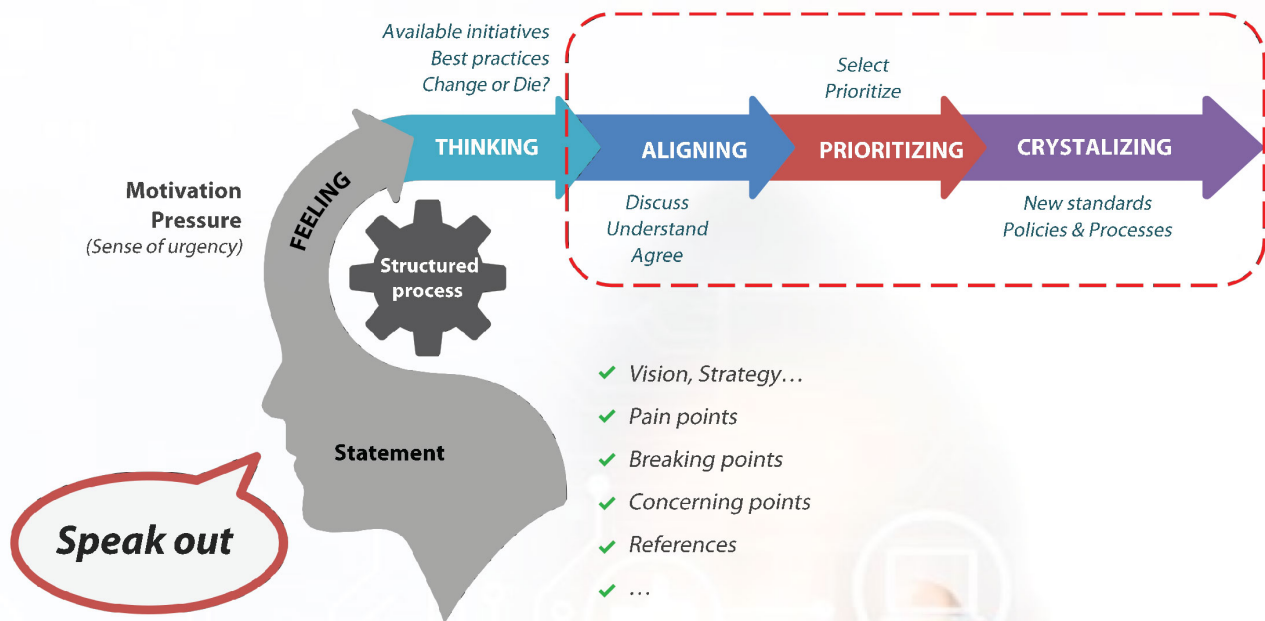


CHANGE MANAGEMENT & RISK MITIGATION

Change management and risk management are essential pillars for successful organizational transformation. Change management ensures that transitions are effectively planned and executed, addressing employee resistance and aligning the workforce with new processes and goals. Meanwhile, risk management identifies potential challenges and uncertainties that could derail the transformation, allowing proactive strategies to mitigate those risks. Together, these approaches create a structured, resilient framework that enables organizations to adapt, innovate, and thrive in an evolving business environment.

MINDSET TRANSFORMATION

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PEOPLE ENABLEMENT SOLUTIONS

- ✓ **Aware**
- ✓ **Believe**
- ✓ **Cultivate**
- ✓ **Deliver**
- ✓ **Embed**

ABCDE Model

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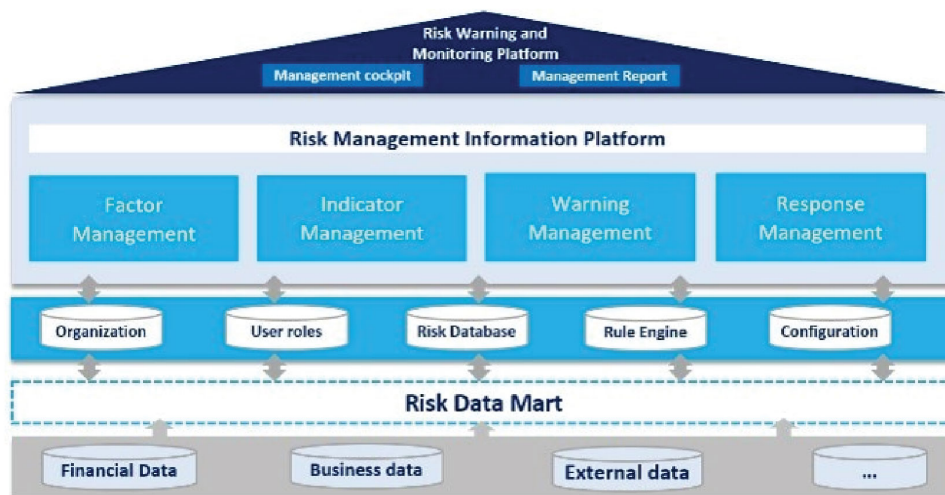
CHANGE MANAGEMENT & RISK MITIGATION

RISK MANAGEMENT MODEL



Source: Deloitte

RISK MANAGEMENT INFORMATION PLATFORM



Source: Deloitte

TYPICAL CUSTOMERS



TYPICAL BUSINESS ACTIVITIES





CREATING THE BEST VALUES



PURPOSE

We strongly believe that all enterprises have the rights to maximize their potentials by getting the best practical business solutions from top experts for better growth and sustainability.



MISSION

Lift up the business operational excellence, the core capabilities, the competitive edges of clients by providing the most comprehensive and practical business solutions customized for specific strategy at each stage as well as leveraging the digitalization initiatives.



VISION

Become the Top 10 companies in Vietnam providing the most comprehensive and practical business solutions as well as maximizing the business wisdom connectivity by 2030.



VALUES

Creativity

Creativity is the MUST in every single action to maximize the Customers' benefits

Customers' benefits

Bonding

Bonding in every internal aspects as well as Customers' business insights

Business insights

Virtuosity

Virtuosity is our continuous development spiral to create new vigor for customers

Vigor



CLEVER BUSINESS VISION CO., LTD

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