

# Strategic Gaming®

SGG's signature approach for competitive and cooperative strategies and tactics



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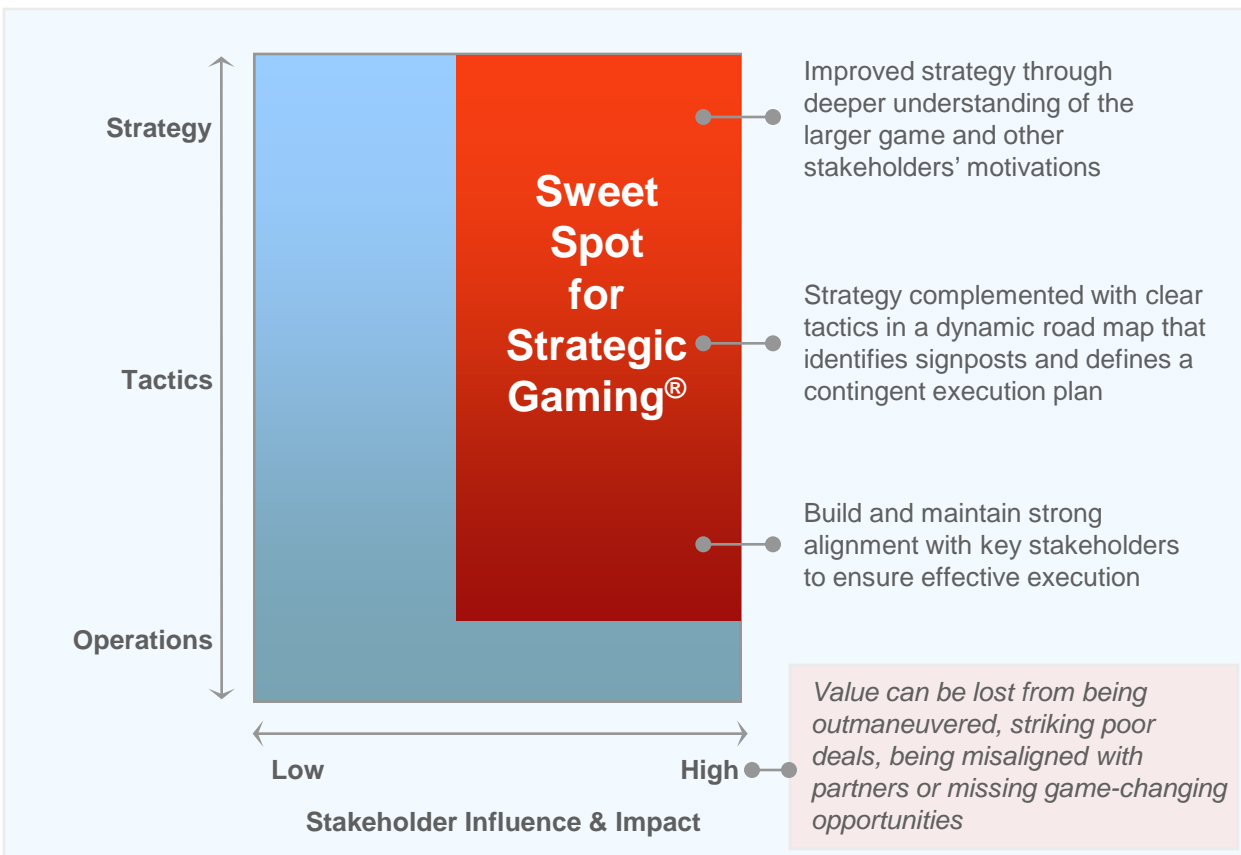
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## SGG's signature approach for competitive and cooperative strategies and tactics

In many situations, the value of business strategy is highly dependent upon the actions and reactions of other stakeholders, including competitors, partners, governments and interest groups. In these circumstances, failure to proactively anticipate and influence the actions of others can lead one to be outmaneuvered, miss opportunities, and leave value on the table.

SGG's deep strategy experience and its unique and practical application of game theory — Strategic Gaming — help address such issues quickly and effectively. Insights are driven by a rigorous exploration of stakeholders' alternatives, incentives and interactions. Executives, managers, and negotiators are able to understand complex situations and develop robust strategic options and tactics that best influence others' moves and countermoves.



Working collaboratively with its clients, SGG's seasoned consulting staff develops robust strategic and tactical action plans in a wide range of industries and situations. Our projects are tailored to our clients' needs, and range from two weeks to several months, depending on the complexity of the challenge and the value at stake. If you feel you might benefit from SGG's experience and applied game-theory approach, we will be happy to discuss your needs.

*"Working with SGG let us see the problem in a totally new way and their clear action plan put us two steps ahead of the competition." – SGG client*

**SGG has helped its clients with global opportunities worth billions of dollars:**

- Growth Strategy
- M&A/Industry Consolidation
- Alliance & Joint Venture Strategy
- Investment & Capacity Expansion Decisions
- Competitive Risk Management
- Market Entry Strategy
- Licensing Deals
- Negotiation Strategy & Tactics
- Bidding Strategy & Auction Design
- Product & Pricing Strategy
- Procurement
- Governmental Affairs & Political Risk Analysis

**SGG's industry experience:**

- Oil & Gas
- Energy
- Life Sciences
- Technology
- Chemicals
- Manufacturing
- Consumer Products

