



(Left to right) Daniel Paglia – Senior Consultant, Philios Andreou – Head of Iberia and Latin America, Miguel Sequeira – Senior Consultant, and Johan Fager – Managing Director Brazil.

BTS sets up operations in Brazilian market

Sweden's BTS, a leading consulting firm, started operating in Brazil in October last year as part of its strategy to expand in the ever growing Latin American market.

BTS is focusing on helping companies execute their strategy by ensuring that their people are aligned, committed and have the right capabilities. The company has over 300 highly experienced consultants serving more than 400 clients in 53 different countries, including 40 of the US Fortune 100 companies and 25 of the Global Fortune 100 largest corporations in the world. BTS is a public company listed on the Swedish Stock Exchange and trades under the symbol BTS B.

"Our global reach and expertise in the discovery-based learning methods

BTS training session.



and change management will be very beneficial to companies in this region, in helping transform their corporate strategies," said Dr. Philios Andreou, CEO of BTS for Iberia and Latin America. Andreou was in Brazil recently to follow the company's development here.

BTS has over the last years seen an increasing demand for specialized services in the training and change management market working closely with many clients in Latin America and Mexico (where it opened its first Latin American office in May 2008), including Alstom, BBVA-Bancomer, Coca Cola, Johnson Controls, HP, Telefonica and Unilever, to mention but a few. BTS has mainly worked with these clients within three key practice areas: Strategic Alignment & Business Acumen, Leadership & Management, and Sales Force Transformation.

Johan Fager, Managing Director of BTS in Brazil, mentioned that BTS has just started a major project in Brazil with Sodexo, one of the world's largest companies, that creates, manages and delivers Qual-

ity of Life service solutions for its clients. The project involves setting up a sales training academy for the whole of Latin America for around 600 professionals of the Sales & Marketing organizations of Sodexo Motivation Solutions.

BTS's industry-leading tools—such as customized business simulations—create opportunities for meaningful practice, which in turn can strengthen alignment, build confidence, bolster competence and motivate action.

Fager pointed out that, before setting foot in the real world, pilots, military personnel and disaster response teams use intense simulations to learn how to respond to high-intensity challenges. "Why place corporate leaders and their teams in situations without first giving them a chance to try things out? The risks are huge and new strategy investments extremely costly. One of the generals from the US Army we once talked with said something that is so true, as to why they use simulations: there are some things that I REALLY do not want my people to learn by doing in the battlefield!! I want them to learn by doing in a controlled environment."

At the end of the day, business strategy, no matter how well researched and articulated, is only as good as its execution. ■

Leading corporations turn to BTS when faced with one or more of the following business challenges:

- Alignment around strategy and key performance objectives
- Acceleration of strategy execution
- Improving business acumen and financial decision-making.
- Merger & acquisition integration
- Transforming a sales organization's ability to drive customer results
- Leadership development focused on front-line execution
- Implementing a culture of innovation
- Creating value-based performance measurement systems.