

<Insert date here>

<Insert name of participant here>
<Insert title here>
<Insert name of organisation here>
<Insert address here>
<Insert city, state & postcode here>

Faculty of Business
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Dear <Insert first name of participant here>

Re: Complimentary Report on Your Organisation's Strategy Processes

We are pleased to offer you a complimentary report on the strategy processes in your organisation. The enclosed Strategy Process Diagnostic has been found to assist organisations in analysing and improving their strategic management (see endorsement in box below).

We invite you to complete the diagnostic and return it to us for collation in an Australia-wide research project (see attached research project information sheet). We will provide you with your choice of either a 'do-it-yourself' report or a 'customised' report. Included in the report will be a spreadsheet which calculates and plots a profile of your organisation's processes in terms of ten approaches to strategy and also plots your industry sector's environmental uncertainty (see sample graphs attached).

Comment by one of Australia's top CEOs about the Strategy Process Diagnostic[®]

"This diagnostic is valuable for revealing the link between our efforts to manage strategy and the results we get."

John Prescott, Chairman, Australian Submarine Corporation; former CEO, BHP

We recommend that the diagnostic be completed by either yourself or by an executive who reports directly to you. This will ensure that the results are valid and useful for both organisational and research purposes. Your completion and return of the diagnostic by 31 May 2006 is important to ensure that the research findings are representative of Australian firms. Please return your diagnostic in the reply-paid envelope to: Professor Andrew Hede, University of the Sunshine Coast, Maroochydore DC, Qld 4558.

Yours sincerely



Andrew Hede
Professor of Management



Wayne Graham
Lecturer in Management