

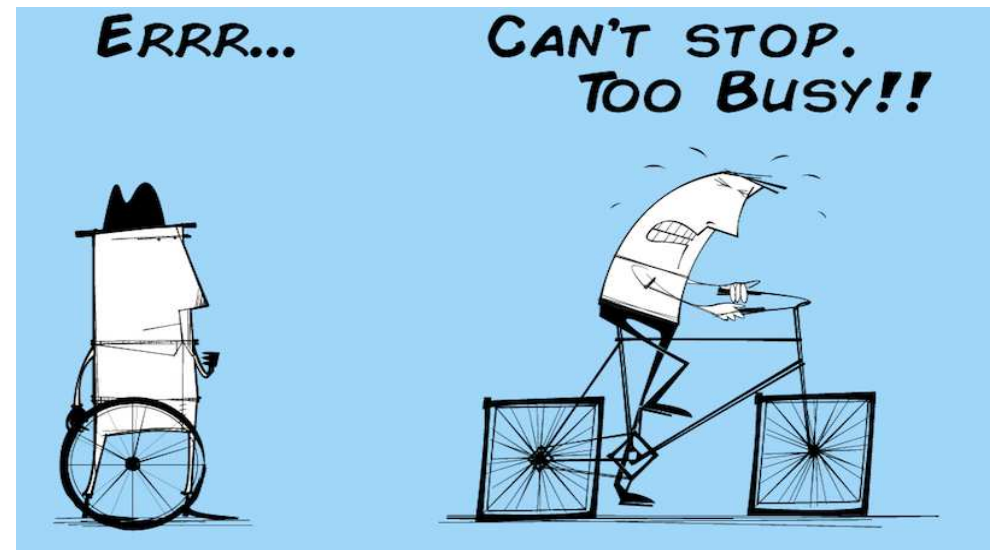


The added value of **Transnational Business Coaching**

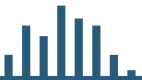
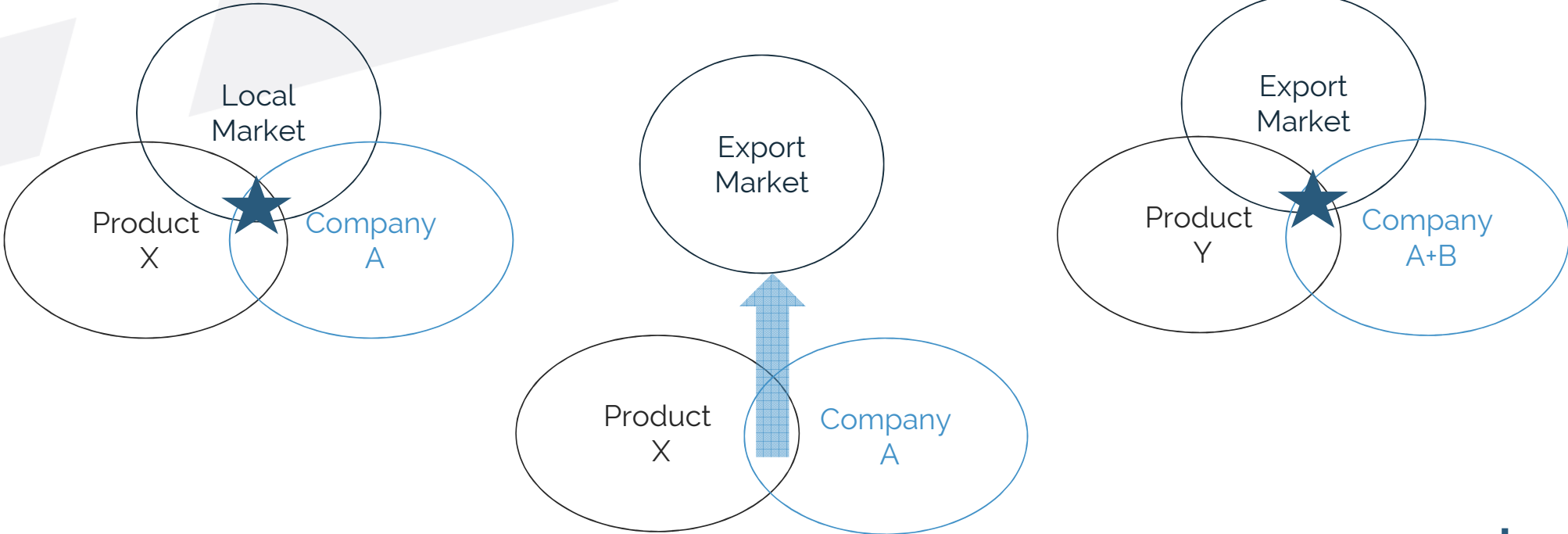
Mantas Vilyš, Linus Arnold, Jonas Černevičius

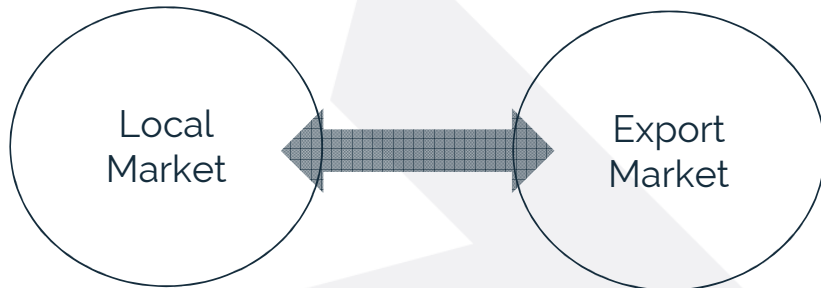
REASONING: Why it is important that business coaching would be **transnational**?

- └ It helps SMEs to open full potential of BSR market:
 - └ More creatively
 - └ Much faster
 - └ More potential/less risk

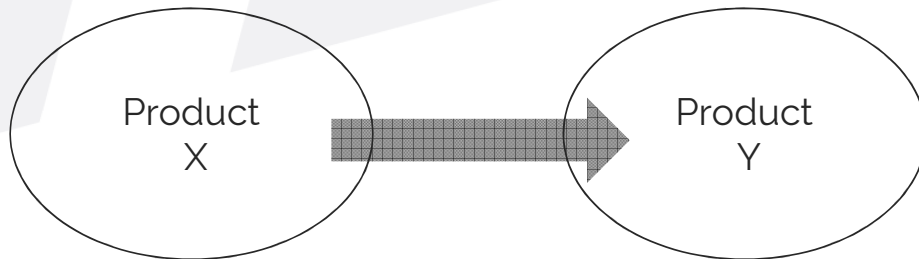


REASONING: Adapting your company and product is essential to reach an export market

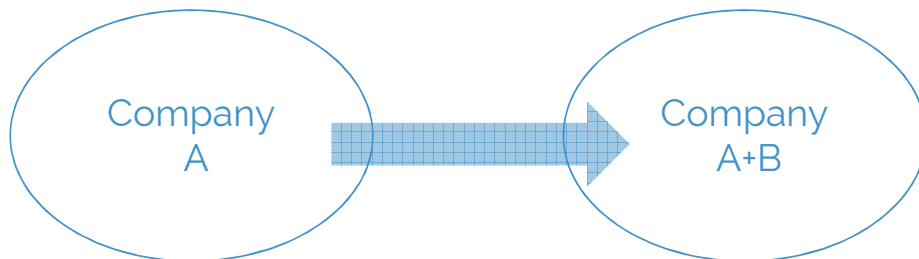




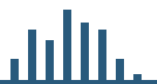
- Customer and societal differences
- Competition
- Industry structure



- Brand, packaging, type, size, content,...



- Developed internal competences/roles
- External partners



MODEL: How was it done...



Suitability assessment:

- Criteria:
- bio-/circular economy and digital economy
- Level of innovation, ambition and commitment
- readiness for internationalization in BSR
- KAM is assigned

Assessment of SME gaps and needs:

- Focus on:
- Innovation
- internationalization in BSR
- Local/SE/DK coach selected

Action plan development:

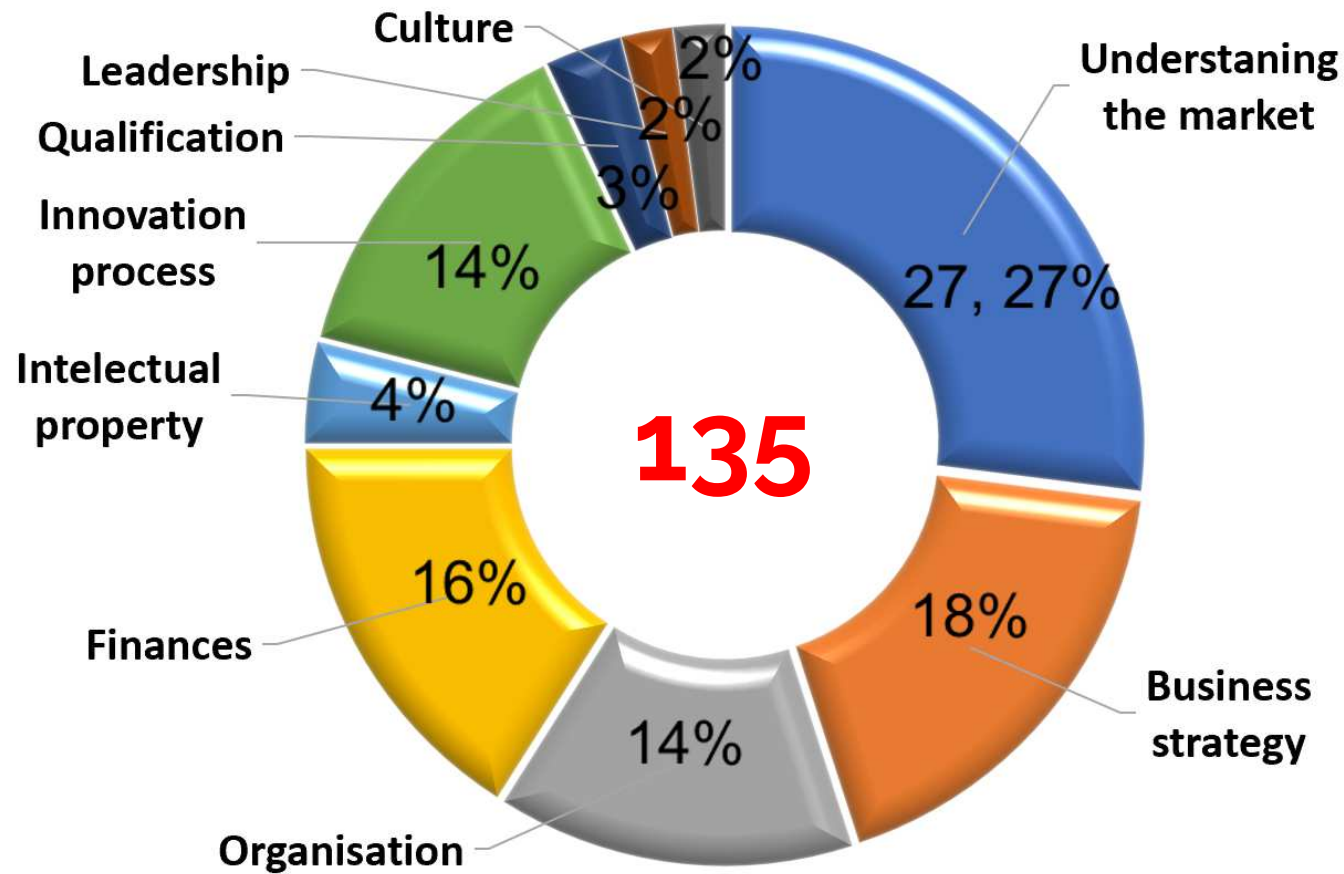
- KAM facilitates coach and SME interaction
- International sessions in LT with DK/SE coaches
- local sessions with local coaches
- Action plan is developed

Action plan implementation:

- KAM follows the case
- Coaches supports the case
- Synergies with other BSR Stars offers
- Synergies with other national/EU offers



IMPACT: Challenges tackled by coaching



IMPACT: Impact of coaching on SMEs

Coaching helped to identify relevant needs

19%

Improvement of business strategy

20%

21%

19%

21%

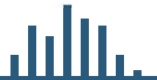
Company's took internal actions

Expectations for a faster process

Improved decision making



ANY
QUESTIONS
?



Case study



└ Žemaitijos Pienas, AB

└ Dairy products (e.g. hard cheese) with a desire to expand their market presence in Sweden. Also interested in various R&D projects to improve their environmental impact.

└ **Assessed readiness**

└ Company has a range of suitable products and capacity to do export. They have also internal R&D capacity.

└ **Actions**

└ Participation in coaching session on export to Scandinavian market with a market specialist from Sweden.

└ Follow-up consultation in Sweden regarding their export and R&D strategy

└ **Results**

└ Revised company's export strategy and plan. Identified new R&D project to strengthen their market position. On-going discussions with researchers at RISE.



**THANK
YOU!**

