



YOUR CORPORATE FINANCE PARTNER

WELCOME TO OUR WORLD | THE RIGHT WAY UP

BlueCedar Corporate Partners was established in 2014 on one core value – **Relationships**

McKinsey published an article in April 2020; “Could the next normal emerge from Asia?” indicating that “they may be the world’s first to shape the “next normal.””

In this time of uncertainty, management and owners of companies and projects rely “inexplicably” more on **Relationships** to survive than ever before, may it be with Family, Colleagues, Creditors, Debtors and Investors, not month-by-month, but day-by-day.

Business owners have mastered the way of doing business in a world where success is reliant on market demand and forecasted analysis. For how long have we been longing to experience the world in a different way?

Suddenly everything is in turmoil or as we should now say, THE RIGHT WAY UP!

Now, how do we now master business, as this “Next Normal” is actually just “Normal”, the right way up, as some of us are forced to reset life?

Redesign your strategy. Redesign your approach, regardless of market conditions, regardless of the perception of “market players”, regardless of anything other than values.

For us, these values start with relationships.



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This diagram below is probably applicable to your business sector, based on your current approach.
For us, being a “Potential winner” or “Potential Loser” depends on the value you place on your relationships.
It is really that simple



Source: Dcode EFC Analysis