

From chaos and confusion to clarity consistency and focus

How to transform the performance of your business

You are a senior member of staff within an organisation that is losing money, is in deficit, is not delivering quality services to its customers and has lost its sense of direction. People are reacting to the next problem in their inbox with no real sense of priority, focus or purpose. In short, it is a challenging, stressful and unhappy environment with a lack of direction, collaboration and control.

If any of this rings true for you (or all of it for that matter) then don't be afraid to stop reacting, take stock and consider how the organisation needs to change and how you might go about designing and managing that change. A knee-jerk reaction to just cutting jobs and the marketing budget is not the best way to move forwards.

Consider this...

All businesses in the world are fundamentally the same. It doesn't matter whether they are private or public sector, healthcare or financial services, based in the UK or in Australia; they have four things in common:

1. They have **customers**
2. They provide products and services (**propositions**) to those customers
3. They need **capability** to deliver those propositions
4. They need **finance** (investment or revenue) to pay for that capability

The manner in which a business organises itself across these four "business perspectives" varies. In other words, every business is the same but every organisation is different.

If left unchecked organisations will grow in a manner that creates unnecessary complexity, confusion and even chaos. Such unnecessary complexity leads to inefficiency, duplication and waste, as well as creating an environment within which staff are stressed, unhappy and unable to be productive and effective. They have no sense of purpose or priority. It isn't clear to them what they need to do or how what they do contributes to the overall success (or failure) of the business.

In order to avoid the consequences of this otherwise inevitable journey, organisations must ensure three things:

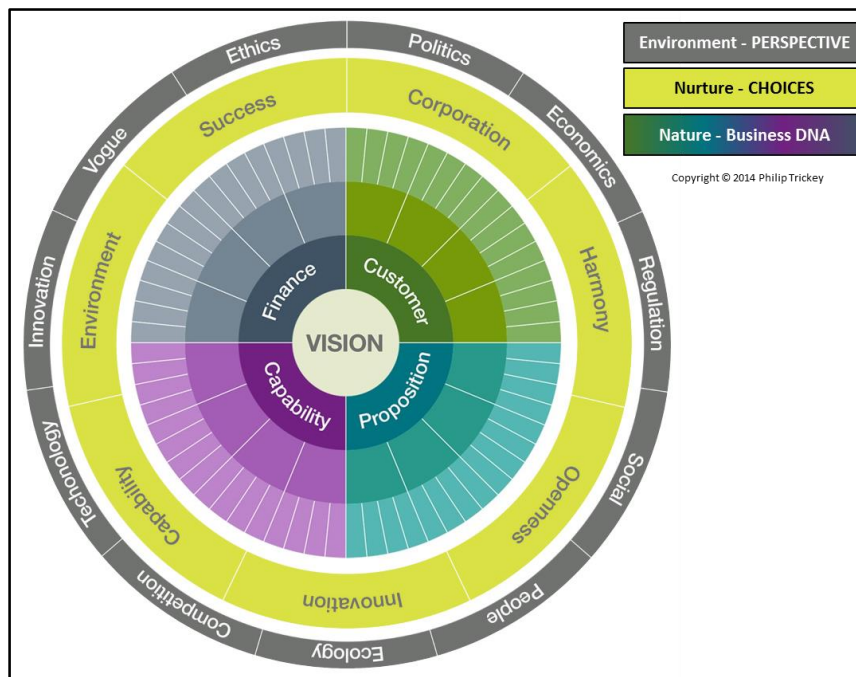
1. **Clarity** - they must be clear on why they are doing what they are doing - from the vision of the organisation down to individual activities of each member of staff.
2. **Consistency** - they must adopt and develop a consistent way of working - so that it is clear to everyone in the organisation how they work together in an efficient and effective way.
3. **Focus** - they must understand what it is that they need to focus on - from the markets, customers and propositions down to individual, prioritised activity, which is driven by the objectives of the organisation.

Think of your business as a living being, a baby that has just entered the world; a child that is growing and developing its skills and personality; a teenager that is carefree and wanting to make its mark on the world; or an adult that has matured into a certain way of doing things. There are three aspects that influence or even drive the behaviour of this human:

1. Nature - the DNA of the human
2. Nurture - the way in which we interact with the human
3. Environment - the impact of the external environment on the human

The Business Lifesystem™

The Business Lifesystem™ applies these three aspects to business. It provides a structure that enables a business to assess where it is with respect to its maturity against this model; an optimised business design that sets out what the business is going to look like in the future; and enables a comprehensive transformation plan to be designed, implemented and managed effectively.



Nature - the DNA of a business determines what it is capable of accomplishing in terms of business objectives and value, as well as how to measure that value. It enables you to define how you are going to achieve the objectives and value and over what period of time. It enables everyone in your organisation to be clear on what they need to do next, how to go about doing it and why they are doing it.

Nurture - the nurture aspect of the model relates to the culture of the organisation. It provides a structured approach to defining what you want and need the culture of the organisation to look like in the future, in a measurable way (in order to protect and develop the business DNA). It enables you to assess and measure your current performance against that future cultural model. This enables you to proactively manage and develop your organisational culture, driven by where you are now and where you want to be, in order to achieve your business objectives and value.

Environment - the external environment is full of opportunities and threats to your business DNA. Where a threat in the external environment meets an internal weakness (identified in the Nurture layer) this creates a threat to the business DNA that must be mitigated. Where an opportunity in the external environment meets an internal strength, this creates a prospect that can be managed and transformed in to business value.

Understanding the relationship between the Nature, Nurture and Environment aspects of your business is fundamental to allowing you to assess where you are, design where you want to be and plan, implement and manage a change programme that takes you on that journey.

So, pause, stop reacting and take the time to design, plan and manage a change programme that will transform your organisation to one where everyone knows why they are doing what they are doing, how to do what they now know they need to do and prioritise what they need to do next. All of this, driven by the planned objectives and value of the whole business, not what pops into your inbox next.

If you would like to know more about the Business Lifesystem™ and how it can be used to rapidly transform the performance of your business then please contact:

Phil Trickey

phil.trickey@gorex.co.uk

07834 800416

www.gorex.co.uk

Copyright in this report (including content, graphics and design) is owned by Philip John Trickey of Corex Ltd.

You may not reproduce, adapt, modify, or otherwise use any part of this report (in particular for commercial purposes) except with the express permission of Philip Trickey.