



Simply put, *'UniTeam'* transforms your supply chain to become coherent resulting in increased effectiveness and cost efficiency.

The increased focus on customer experience drives your performance and reputation which increases market share driving both revenue and profitability. *People Make Your Business Succeed.*

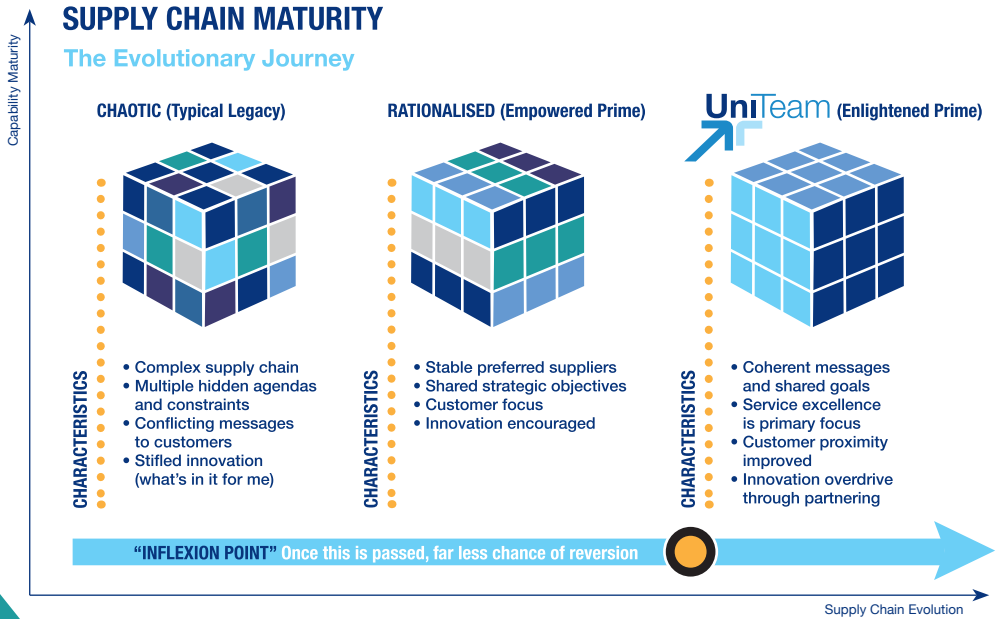
Making Service Integration *really* Deliver

When markets are plentiful, competition flourishes but in the current economic environment we find markets are essentially flat and we really need a new approach, we need to play a 'new game'.

That 'new game' has to be built around mutual trust and working together rather than as competitors. Working with shared goals and common aims to mutual benefit, playing the 'long game' where growth will eventually come to each business around the table. This is particularly relevant when we consider service provision. In today's world almost everything

we consume is a service however complex it is. The challenge is, and has always been, integrating the elements that make up this service such that it appears seamless to the customer. This 'seamless consistency' is what defines 'customer experience' and is what gives rise to loyalty and repeat business. Beneath the customer perception we always have to work hard to join the service elements together.

There are inefficiencies caused by supplier overlaps and gaps and the traditional competitive nature of suppliers fuels this inefficiency.



Most organisations today have very complex supply chains. These have built up over time and unless regularly reviewed and tended become like an 'overgrown garden'.

In the diagram above we show this situation on the left. The problem with this type of supply chain is that there are multiple and hidden agendas, information is deliberately withheld and issue resolution is slow and inefficient. Customer experience is therefore often poor. The next phase in maturity is the result of rationalising the supply chain, reducing the number of suppliers and clarifying their roles. At this level of maturity there are shared objectives and shared problem solving with a constant focus on the customer experience, costs are lower, issue resolution is more efficient and customer focus is improved. Entering the third phase we pass the 'Inflection Point' and really move into overdrive.

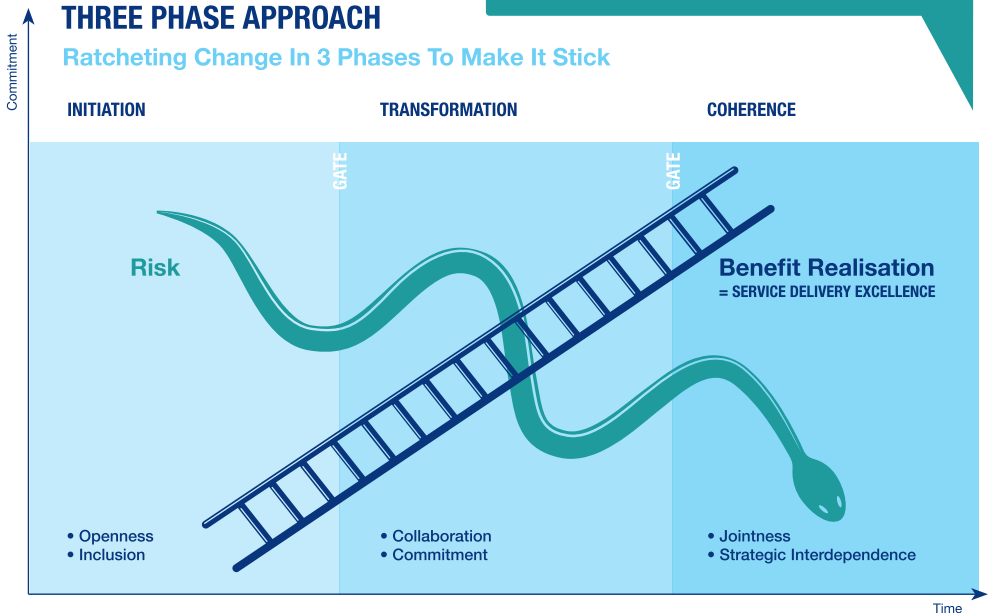
This phase we call 'UniTeam', here your suppliers actively collaborate to resolve issues, any gaps or overlaps in service provision are eliminated resulting in reduced costs and increased efficiencies. The environment becomes one of coherent and shared objectives, shared innovations and exemplary customer experience. We call this approach to making the evolution happen 'Twin Track', we understand that we need to change 'Behaviours' however this is not enough, we need to also translate this into 'business as usual' through some 'Transactional' modifications of governance and ways of working.



“Change of this magnitude can't be done in one hit, it needs to be achieved in stages. We have found that achieving the change in 3 phases is most effective.”

THREE PHASE APPROACH

Ratcheting Change In 3 Phases To Make It Stick



Typically each phase takes 6 months but depending on the existing maturity of your organisation it may be possible to shorten this. We offer an initial assessment prior to embarking on the evolution to assess your current maturity.

The first phase we call **initiation**, in this phase we look at existing delivery behaviours and how this is impacting your customer experience we review existing governance, meeting structures and reporting. We leverage from 'Orthogonal Teams' built up in a series of workshops, the phase concludes with a gate review before embarking on the second phase, **transformation**. In this phase we start to set collaborative goals, we introduce shared risk and opportunity reviews and 'UniTeam' reporting.

We put the emphasis on pulling together, building on the trust and collaboration arising from the 'Orthogonal Teams'. The phase concludes with a gate review before embarking on the final phase, **coherence**. In this phase we jointly set 'UniTeam' objectives and move towards a 'badgeless' environment. Problem solving and customer experience become a higher priority than individual commercial agendas. The focus is 'long term success' rather than 'short term gain'. New work is allocated by consensus and goes to the 'best fit supplier'. We then review the complete 'UniTeam' transformation, look at lessons learnt and we draft objectives for the continuing improvement of your business, services and supply chain maturity development.

SUPPLY CHAIN MATURITY

TRACK 1: Behavioural Workshops



This level of change requires a **complete change in behaviour for all involved**. We build 'Orthogonal Teams' across your supply chain, we give these teams an identity that is agnostic to the parent organisations and we workshop the required behavioural change. We teach people how to interact, how to quickly develop trust, how to understand and get the best from the many different types of people they will encounter in 'business as usual' and importantly, how to build and promote a collaborative mind-set across your supply chain.

TRACK 2: Transactional Change



We embed experienced business change consultants within your business to make the evolution happen. These consultants work daily as part of your team as 'Change Catalysts'. They leverage from the 'Orthogonal Teams' built in the workshops. They streamline your existing reporting and governance structures. They set shared objectives and monitor and report on your organisation's progress along the evolutionary path. They really make the change happen for your organisation.

TWIN: The Fabric Of Collaboration



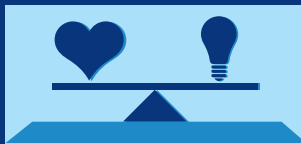
The 'Twin Track' approach of 'Behavioural Workshops' and 'Transactional Change' weaves a 'Fabric of Collaboration' throughout your supply chain. As we all know a weave is inherently strong and is the basis of carbon fibre, the strongest and lightest way of constructing complex forms. The 'Orthogonal Teams' built in workshops allow enduring networking across supply chain silos and communication like never before which, coupled with the 'Transactional Change', takes your service business to the next level.

THREE PHASE APPROACH



Initiation

We start by understanding the strategic objectives for your business and the baseline level of maturity. We look at delivery behaviours and attitudes and using our 'Behavioural Workshops' we start to leverage change. We refine your existing meetings and governance structures to be more efficient and effective. We engender a joint problem solving collaborative mind-set.



Transformation

We balance the hearts and minds of your supply chain making them understand that the purpose of your business is to achieve growth through customer excellence. We introduce collaborative goals, shared risks and opportunities. We start to weave the 'Fabric of Collaboration' using the 'Orthogonal Teams' from the 'Behavioural Workshops'. We put the emphasis on delivering to all commitments as 'UniTeam'.



Coherence

We move towards a 'badgeless' environment where objectives are set as 'UniTeam' and results are celebrated as 'UniTeam'. We actively look for resource sharing or swapping opportunities. Suppliers start to be given work as the natural provider without competition. The focus is now on your customers and in delivering the kind of service that makes your business really stand out.



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