

## Being The Best

Any company or organisation that is not planning to grow or improve will inevitably fall behind and, like a tree that doesn't take in sufficient food and water, will wither and die.

"Being The Best" is our learning programme and is designed to assist any company or organisation to plan for growth and improvements.

It's based on the skills and knowledge that we learnt when we introduced and managed Honda Motor Europe's Total Quality Management programme across EMEA.

We have, however, continued with its development and it's now suitable for small to medium sized companies, as well as larger organisations, anywhere in the world.

If you want sustainable performance improvements for your company then this programme can and will provide the impetus for everyone in your company to contribute and for you to know at any time the progress that you're making, who is contributing the most and where the sticking points are.

There is no manual as every single application of "Being The Best" is different, but on the following pages we've tried to show the way through the process that we follow with the programme over a period of time.

Where we start with Being The Best and how we move through the process depends very much on your company, how it's structured, what stage of development you're at and what you want to achieve.

We know that this programme works, just as the techniques that it's derived from have worked for many large global corporations.

We'd be delighted to visit you in your offices and discuss an implementation strategy with you, together with an outline programme proposal and a view of the likely costs involved.

We guarantee that you will be truly amazed at the progress that you can make in a short period of time, the commitment that you can gain from all of your people and the long term, sustainable performance improvements that will follow.

We look forward to discussing your ideas with you.

## Being The Best – an overview of the process that your programme may follow

What Kind of a Company do you want to be?

Whether your goals are sales, product or service driven they must be quantifiable. It is insufficient to want to be the “The Market Leader” – how will you know when you have achieved that?

Who will your customers be?

As you change then so will your client base. You have to plan for those changes in the way that you market your products or services.

What will be your customers' wants and needs?

As your client base changes then your products or services will have to change in line with their expectations, so you have to know what those expectations are.

How will you meet those needs?

From your research you will need to make changes to your products, services and marketing channels to be able to meet your customers' expectations

How will your organisation have to change?

The way that you operate will probably have to change too. You will almost certainly need to develop the skill sets and the knowledge of your people to meet the challenges facing the organisation as you grow

Where are you now?

Once you have understood what your organisation needs to look like and what developments you need to make to your products and services, then you need to understand just how your current organisation matches up to that.

What do we need to do?

This is the final piece of the puzzle and from this you will be able to prioritise your actions, write your business plan and commence the communication process that will galvanise your people

## **Being The Best**

We don't expect that you will be able to do all of this without help and guidance and that's where our consultancy starts.

We'll provide you with all of the tools necessary to do the job, all of the formats and paperwork necessary to make sure that everyone follows your lead and we'll adapt our "How To" manuals to suit your company and your culture.

We can provide individual coaching as well as team learning and we can help you to devise a communication strategy that will help everyone to understand just what you're trying to achieve and their role in those achievements.

Above all you know that we've been successful with this programme across a broad range of countries and cultures and you know that we have a passion for assisting companies to "Be The Best"

You know that we know what needs to be done to kick start the process of learning to be the best and that we'll be there to help and guide you along the way, wherever and whenever you need us.

## **Quality Circles**

Once you're running with "Being The best" you'll want to involve all of your people in creating and defining new processes and procedures, reinforcing the premise that the people who do the job are best placed to work out how do the job can be done best.

We've developed Quality Circles programmes across Europe so you know that we can work with you to put this in place in your company too.

You'll be amazed at how things improve and how much better jobs are done once you make your people responsible for defining best practice.