



Aston Business School

The

TRANSFORMATION

Project

TRANSFORMATION E-zine

April 2010

This newsletter contains information on:

- ▶ Our progress to date
- ▶ Upcoming events
- ▶ Testimonials

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Editorial

Welcome to the second TRANSFORMATION e-zine.

Welcome to the second edition of The TRANSFORMATION Project e-zine. Read about the newly developed and implemented toolsets, the workshops and our first conference. We still have scheduled an un-missable series of events for 2010, so don't miss out! If in doubt, read the positive testimonials from the first conference on the last page of this e-zine.

Since the last e-zine, we've been busy finalising our toolsets, which our project partners have already been adopting and giving us feedback on. We now have two toolsets which should improve your project management practice.

At our most recent workshop, we discussed Toolset A, an enhanced stakeholder analysis, and heard how it had been successfully used in Warwickshire Police. More details on the next page.

Remember, we have captured all our sessions on film which means that you can download them online for free. This, coupled with the video podcasts and presentations (which are also available for download), demonstrates that we firmly believe in using digital media to exchange new knowledge. Have a look for yourselves at www.thetransformationproject.co.uk. Tell us your experiences of using the toolsets by using the 'I Have

An Idea' feature on the web site.

We also report on our first conference, in which we got to grips with what we mean by 'transformation' and what success looks like.

We are delighted to report that the very prestigious 'Association for Project Management' (APM) has become a project partner.

I hope you enjoy reading the e-zine. If you have any suggestions about how we can improve our services to you, contact me using the details on the right.

Happy reading!



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Progress

Management tools for performance improvement

Workshop 3

The third TRANSFORMATION Workshop took place on 17th February 2010 at Aston Business School.

The purpose of the Workshop was to give our project partners a chance to report on their progress with adopting the toolsets. Toolset A is an enhanced stakeholder analysis, because it draws on the latest research to create a new management tool. It views stakeholders as not just people but also incorporates the non-human aspects of organisations, for example, processes like IT systems which can either

facilitate or hinder projects.

Warwickshire Police reported that when they used it, it speeded up the decision-making cycle, and got a yes to the roll out of their project .

Playgroup reported how they have transformed their business model by using receptivity for change, which assesses project culture performance. Both cases can found on the web site.



Toolset B – Receptivity for Change, is now ready for testing, why not take part?

TRANSFORMATION Website

The website has been regularly updated and has a mass of downloadable content. It has had over 2500 visitors from 35 different countries! Have a look at it and tell us how we can improve it.



Nick Hodgetts,
Corporate Programme
Manager,
Warwickshire Police

“ I have found the Transformation Project hugely beneficial so far and believe it will continue to do so. Although in some ways it has gone down a different route to the one I think we all expected, the fact that it is addressing stakeholder management as a prerequisite to effective project management has actually made it more effective than merely producing another project management model would have been.”



Progress

Transformation: the what, the good and the how

The 16th March 2010 was a very exciting day for The TRANSFORMATION Project as it saw the first conference take place at Aston Business School.

A packed house saw presentations taking a comprehensive view of transformation. There was leading edge research, as well as practical real-life examples from both the public and private sectors. More than that, implementation was looked at from a strategic and operational perspective. There was plenty of time for discussion and networking.

Speakers included:

► Professor Ashley Braganza



Professor of Organizational Transformation and Director of Executive Development at Brunel University.

► Lucian Hudson



Interim Managing Director at Cornerstone Global Associates, seconded from the civil service.

► Martin Jones



Brooklands Consulting Group Limited.

All material is on the web site.



Ashley highlighted that transformation is related to your context, large-scale change for you might be a smaller change for others.

Lucian focused on collaborative leadership, difficult problems require more team-based solutions.

Martin developed this point by stressing that projects should be integrated with the organisation to establish full commitment and ownership.

Our partners include:





Upcoming events

Alongside the development of the management tools, don't forget to add these seminar dates in your diary. It's a fantastic opportunity for you to network with other organisations and knowledge share! We're also doing Project Management Maturity Assessments and Mini Exchanges.

Seminar series for 2010 All events are free

- ▶ Seminar 2
Date : 17th June 2010
Time : 3pm – 6pm
Venue : Aston Business School
Theme: Receptivity for Change Toolset – Assessing and Improving Your Project Culture Performance
- ▶ Seminar 3
Date : 23rd September 2010
Time : 3pm – 6pm
Venue : Aston Business School

- ▶ Seminar 4
Date : 13th October 2010
Time : 3pm – 6pm
Venue : Aston Business School
- ▶ We value your suggestions – we want to cover topics of high importance to you, which are related to TRANSFORMATION.



Benefits to your organisation

- ▶ The developed management toolsets will be made available as a hard-copy work book as well as being downloadable from the web site at the end of the project.
- ▶ A step-by-step guide will be made available to compliment the toolsets for the project partners.
- ▶ Project partners will be mentioned in any new theoretic contributions in peer-review journal papers and practitioner publications.
- ▶ Transforming organisational project performance.

- ▶ Transferable skills and knowledge sharing across organisations.
- ▶ We have contacts with over 550 collaborators in 170 organisations enabling you to bounce ideas with like minded practitioners.
- ▶ Mini Exchanges.
- ▶ Benchmark your performance internally and externally through Project Management Maturity Assessments.



Testimonials



Lucian Hudson, Cornerstone Global Associates

“Thank you very much, for such a stimulating occasion, and for making me feel so welcome.

I very much enjoyed the conference, and can see that you and your team are doing vital work to get transformation to take off and have traction. ”

Martin Jones, Brooklands Consulting Group Limited

“Thank you for the opportunity to present at your seminar and to hear the contribution from the other speakers.

I would welcome the opportunity to support your programme further should the opportunity arise.”



Mick Andrews, Programme Manager, Fujitsu

“I attended the "Transformation: the what, the good end he how" on the 16th March at Aston. The event was very well worth attending, as has previous events I have attended at Aston. The speakers represented a variety of perspectives and all were entertaining as well as informative. As always with events like this the "networking" with the presenters and other attendees is of great value. If you have not attended one of these events before, I would implore you to make time in your calendar for one.”