

The

TRANSFORMATION

Project



Progress

Upcoming events

Testimonials



Editorial

We have come a long way since the first edition of the E-Zine in December 2009.

In this edition, we focus on how we have grown during the last year. We now have a presence both in the UK and internationally, with an ever increasing number of worldwide hits, ranging as far as Australia and Saudi Arabia. This highlights the fact that the toolsets are becoming internationally recognised. Great news for us.

We have attracted two new major project partners:
Translink and Twinings. Most of our work to date has been public sector oriented, but now we see ourselves working across all sectors.

They will be working with us and our Receptivity for Change Toolset.

We also look back at the launch of The Receptivity for Change Toolset and forward to the next project partner event which is ready to go on 17 November 2010.

We are combining a workshop (no. 5 in the series) with a conference (no. 3). It's a workshop because we want to provide our core partners with a bound up edition of our work so far: toolsets, workbook and case studies. It's a conference because we invite interested readers, on a first come first served basis (space is limited), so we can get further feedback. There will be some

celebratory wine at the end!

We can now see tangible results from the implementation of the toolsets. The MSc Interns from 2009-10 present their case studies. Well done on superb work, the impact is startling! We now have three more Interns for 2010-2011.

Have a look at www.thetransformationproject.co.uk to keep up-to-date with our work. It has lots of information about the toolsets, case studies and services – a workbook will be uploaded in the next week.

If you want to work with us, then please do not hesitate to contact me.



Dr Michael Butler
Project Lead
m.j.r.butler@aston.ac.uk
0121-204 3053
07919 926362



The
TRANSFORMATION
Project

Editorial

Progress

Upcoming events

Testimonials

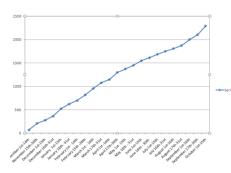


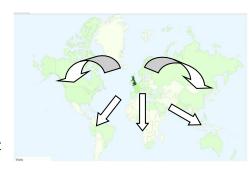
Progress

Growing from strength to strength

Website Hits

Over the last year, the website has had a growing number of hits – there have been148 new visitors in the last 2 weeks alone. This highlights the fact that interest in The TRANSFORMATION Project has been growing at an increasing rate.





People are also spending a considerable amount of time on the site.

The website is being accessed from all continents, especially Asia and North America. We have had visits from over 50 countries. We are developing contacts with L'Oreal and in India.

Gaining new project partners



We welcome Translink!
Translink is the brand name of the integrated public transport operation of Citybus, Northern Ireland Railways and Ulsterbus.

We used The Receptivity for Change Toolset with them in Executive Development work. It identified specific areas which they did very well, but also areas for targeted future development, vital in a period of retrenchment management.

Senior managers from across all their functional areas are reviewing and suggesting various routes to Culture Change Management.

TWININGS

We are also now working with Twinings, yes, the internationally famous t ea company. A welcome to you too!

They are undertaking a series of inter-related strategic change processes which are linked to the implementation of a factory focused operation. This is a rare opportunity for us to evaluate current change and influence the future change path over the next 3 years.

This collaboration is creating a bespoke version of The Receptivity for Change Toolset.



Progress

Upcoming events

Testimonials



Progress

The Receptivity for Change Toolset – Are YOU Ready for Change?

Workshop 4

The fourth TRANSFORMATION Workshop took place on 11th May 2010.

The workshop was for our core project partners so that we could road test the toolset before its launch. It included representatives from Birmingham Local Education Partnership, Echo Managed Services and Warwickshire Police.

Following a presentation, brainstorming activities were undertaken to improve the toolset. The suggestions were really helpful in the development of the toolset. Thanks to everyone.

Conference 2

Following the workshop, the second TRANSFORMATION conference was held on 17th June 2010.

Having responded to the feedback from the workshop, the toolset was made available to a wider audience.

Participants were introduced to the toolset, watched Chris Alexander of Warwickshire



Police tell his success story and then saw Nick Hodgetts of NHS Warwickshire use the toolset live!

This revealed how instantaneous the results can be and stimulated immediate discussion about toolset implementation in other organisations. Watch all of this on our web site, one of our unique services.

Chris commented: "Without my involvement in The TRANSFORMATION Project, this [success] would not have happened."

The evidence revealed measureable performance success, see the next page!

Benefits to you

- Identifies your transformation potential
- Can be used at different levels:
 - Individual
 - Team/Project
 - Organisational
- Reveals specificly what you are doing well & development needs to target change initiatives
- Used again, it shows if your change has worked
- Links to The TRANSFORMATION Pathway – a clear strategy, with stage gates to measure your progress at key times



Progress

Upcoming events

Testimonials



The toolsets work!

We have measured your return on investment (ROI) and our impact

Birmingham Local Education
Partnership – Building Schools for
the Future: Catalyst Education,
Bovis Lendlease & Local Schools

The LEP used our Actor Analysis
Toolset. This is an enhanced
stakeholder analysis. Like similar tools
it focuses on people, but the
innovation is that it also recognises the
important role of artifacts eg the
performance measurement system
that drive people's behaviours.

"In future we would be able to apply the toolsets from the beginning of a project, which would help us plan, manage and prepare tactics to expedite progress. Having identified the various actors, we can optimise the way in which they network, thereby avoiding complexities and increasing productivity. This provides perspective, focus, and saves time." (Roy Bentley)

Birmingham Local Education Partnership – Link2ICT: Service Birmingham and Local Schools

Link2ICT also used the Actor Analysis Toolset. Unlike the other LEP case, instead of working with a formal team co-ordinating strategic activities, this is an informal social network for teachers to learn from each other and improve their practice, supplementing more formal Personal Development Review processes.

When compared to a control group who did not use the toolset, results showed that the social network acted as a high performing team with significant increases in:

- Process skills
- Innovation
- Performance

Warwickshire Police – ANPR Department

The use of both toolsets improved efficiency as ANPR were able to complete projects before schedule achieve their goal of 'protecting communities from harm'. The success is astounding and the numbers keep growing:

- ➤ 23,347 vehicles with no current registered keepers
- ▶ 3,657 vehicles without insurance
- ► And more, and more ...

We are now working with the Core Leadership Development Programme and the Business Intelligence Development Department using The Receptivity for Change Toolset to embed transformational leadership. Editorial **Progress** **Upcoming events**

Testimonials



Upcoming events

We're looking to share the benefits of our toolsets with you, work with existing partners in new ways and expand our network. Put the date of the workshop/conference in your diaries and come armed with thoughts! Spread the word about our presentations and publications. These are exciting times, where global challenges can become individual opportunities.

Next Session in 2010

- Date: 17th November 2010 Time: 2pm - 6pm Venue: Aston Business School
- ► Bound up edition of our work so far for project partners.
- The TRANSFORMATION Pathway (workbook), delivered through The Receptivity for Change and Actor Analysis Toolsets, with case studies.
- We also want your commercial feedback on possible improvements.
- Enjoy a glass of wine at the end to celebrate our 1st Anniversary!

Presentations

- ▶ Workshop 5 and Conference 3 ▶ Title: Pluralism The Vital Role of Co-Production in Change and Innovation Date: 15 December 2010 Time: 4.30pm-6pm Regents Venue: College, London
 - Title: Making **Partnerships** Work Date: January/February 2011 Time: Lunch Venue: National Council for **Voluntary Organisations**
 - ▶ Title: 2 Papers, pluralism and Creating Innovation Hubs Date: 11-13 April 2011 Venue: Trinity College, Dublin

➤ Title: Developing Future Global Leaders Date: June 2011 Venue: Tokyo, Japan and Great Wall, China Sponsor: US' TEDx

Publications

- ➤ Title: Transformation The Project - Management Tools for Performance Improvement Date: October 2010 Magazine: Project Manager
- ➤ Title: The Transformation **Project** Date: November 2010 Magazine: Local Government and the Regions
- ➤ Title: Introducing Organisational Behaviour (accessible text book published by the Chartered Institute of Personnel and Development) Date: January 2011 Theme: draws on The **TRANSFORMATION Project** for practical examples Innovation: new learning model - employability skills, international focus and multimedia elements

What would you like us to do in the future?

TRANSFORMATION E-zine 06



Progress

Upcoming events

Testimonials



Testimonials

Anonymous Feedback after Conference 2

- "They translated into real life innovative ideas about change management
- a practical approach. Excellent."
- "Overall very useful and interesting."

Sophie Valentine, MSc Intern 2009-2010

"I worked with 'Catalyst' and 'Link2ICT' finding measurable change as a result of using the toolsets. This was an amazing result! This has been a great opportunity to help a live project in times of financial pressure. All this experience is invaluable for my CV. The new Interns will have a rewarding time, as will their hosts."



Andrew Kakabadse, Professor of International Management Development, Cranfield School of Management, UK on Introducing Organisational Behaviour with its links to The TRANSFORMATION Project

"This is the outstanding organisation behaviour text book of the decade. It neatly combines information and new thinking with a subtle and sensitive approach to teaching; a must buy."