

Maximise the Effectiveness of Your Organisation

through the **Organisational Meta Signature**



One Day Training Seminar for Executives and Managers

Introduction & Overview

Alan Lilley, Managing Director of **MD Consultancy International**, will lead a one day **training seminar** for **executives and managers** during which each of the delegates will develop a **meta signature** for their organisation. This signature will give a high level appraisal of the organisation's true position and identify a balanced range of **improvements which can be used to drive savings**.



Public Event – or In-house Event

This brochure focuses on a public event – a similar format can be run in-house on an organisation-wide basis or for any major part of an organisation. In this case more emphasis is placed on organisation specific issues.

Learning Foundation

The learning foundation to develop and use the signature is based on selected elements of **the McFetridge Suite** – a **comprehensive suite of management tools** developed and used by MD Consultancy for:

- ✚ Identification of issues within organisations
- ✚ Facilitation of their resolution
- ✚ Executive and Management Training
- ✚ Business & Executive Coaching

Consultancy interventions are a combination of these elements – the tools are blended as appropriate by our experienced consultants to solve organisational problems.

The Meta Signature

The **meta signature** is a very powerful basis for the holistic and balanced identification of key improvement areas within organisations – this one day event will provide a structured and insightful basis for development of **this signature which will be unique to each organisation**.

To enable you to develop the meta signature for your organisation we will **explain the basis of the core business relationships** and their **linkage with strategy**. In overall terms, the signature determines the **linkages between the business drivers, strategy** and the **organisation's capability** to deliver the strategy. In so doing, we examine **main business architectural models** and their **relationships** with the **core business processes**.

Your **meta-signature will highlight** areas such as **dis-functionality, lack of penetration, isolated domains, process and cultural misalignments** (especially in international/ offshore operations) – leading to the **identification of opportunities for improvement**. We will **conclude with** a general approach to **how these improvements can be translated into bottom line benefits**.

The “Training Seminar” Approach

This “training seminar” will explain many of the techniques deployed by consultants to evaluate organisational issues; it will use a **training led approach (70%)**, with a **seminar element (30%)** for questions and discussions.

The approach is **intentionally dynamic**, essential to “bring together” the wide range of topics which determine the critical activities within businesses. A novel aspect is the use of **mini-modules** for each key topic – these are specially designed to have a **high knowledge content** with **extensive use of graphics** to convey concepts effectively.



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Practical Approach

The explanations will be in *everyday language*, address *real everyday issues* making use of *simple analogies to explain powerful concepts* in an easy to comprehend manner. Through this approach, delegates will readily gain the collective picture necessary to develop the *unique meta signature* for their organisation.

Development of the Meta Signature by the Delegates

MD Consultancy International has developed this *high powered approach to training and signature development* – which we believe to be *unique*. It provides the combined benefits of direct training, and through the seminar aspect, context setting and discussion to make informed assessments. The signature development approach has a simplified and easy to use input format which sits on top of a highly penetrative set of measures. This one day event has been developed to be *jargon free, interesting and moreover fun to participate in*.

During the day *each delegate will develop the unique signature for their organisation* – this will be done progressively as the topics are covered. *The signature will remain confidential to the delegate* – the day will be concluded with a session on the *general interpretation* of the signature and how the signature can be used *to enhance organisational performance and make savings*.

What is Unique About this Event?

The unique and novel factors are *the combination of multiple features* made possible through *our consulting experience* and the use of the master set of materials in the *McFetridge Suite*:

- ✚ Training and seminar – learn through a teach, discuss and contribute opportunity
- ✚ Holistic or comprehensive understanding of strategic organisational issues through a wide range of high capacity mini modules
- ✚ A practical output in terms of the meta-signature which should directly highlight real opportunities for improving performance

What You Will Learn

The objective is to provide a straightforward and logical approach to *demystify much of the unnecessary complexity* which *surrounds the plethora of management theory*. It is designed to *help busy people to get a comprehensive high level picture - which is essential - to identify where the major opportunities* for *enterprise wide business performance improvement* can be made. This event will give an overall understanding of:

- ✚ The relationship between external business drivers and enterprise architecture: essentially the structure and composition of the enterprise to meet the dynamic needs of the ever changing market
- ✚ The primary elements of the enterprises and how these can be configured and linked to optimise performance

Additionally, you will take away:

- ✚ A *signature that you* have *developed for your organisation*
- ✚ A course manual of high value PowerPoint slides used during the presentation

Benefits to the Organisation

This seminar may be run in two ways:

- ✚ **public event** – where each delegate will develop a powerful insight to their organisation
- ✚ **in-house event** - where specific and more refined insights will be developed

In either case your organisation should *see the investment returned many times over*:

- ✚ the meta-signature will identify many aspects for action:
 - ✚ some are likely to be immediate, low cost and straightforward, readily eclipsing the investment
 - ✚ others may be more complex – but the areas of dis-functionality identified generally represent fundamental changes which have far reaching benefits
- ✚ the attendees will have high powered insights to directly resolve or manage the performance improvements and *generate bottom line benefits*.

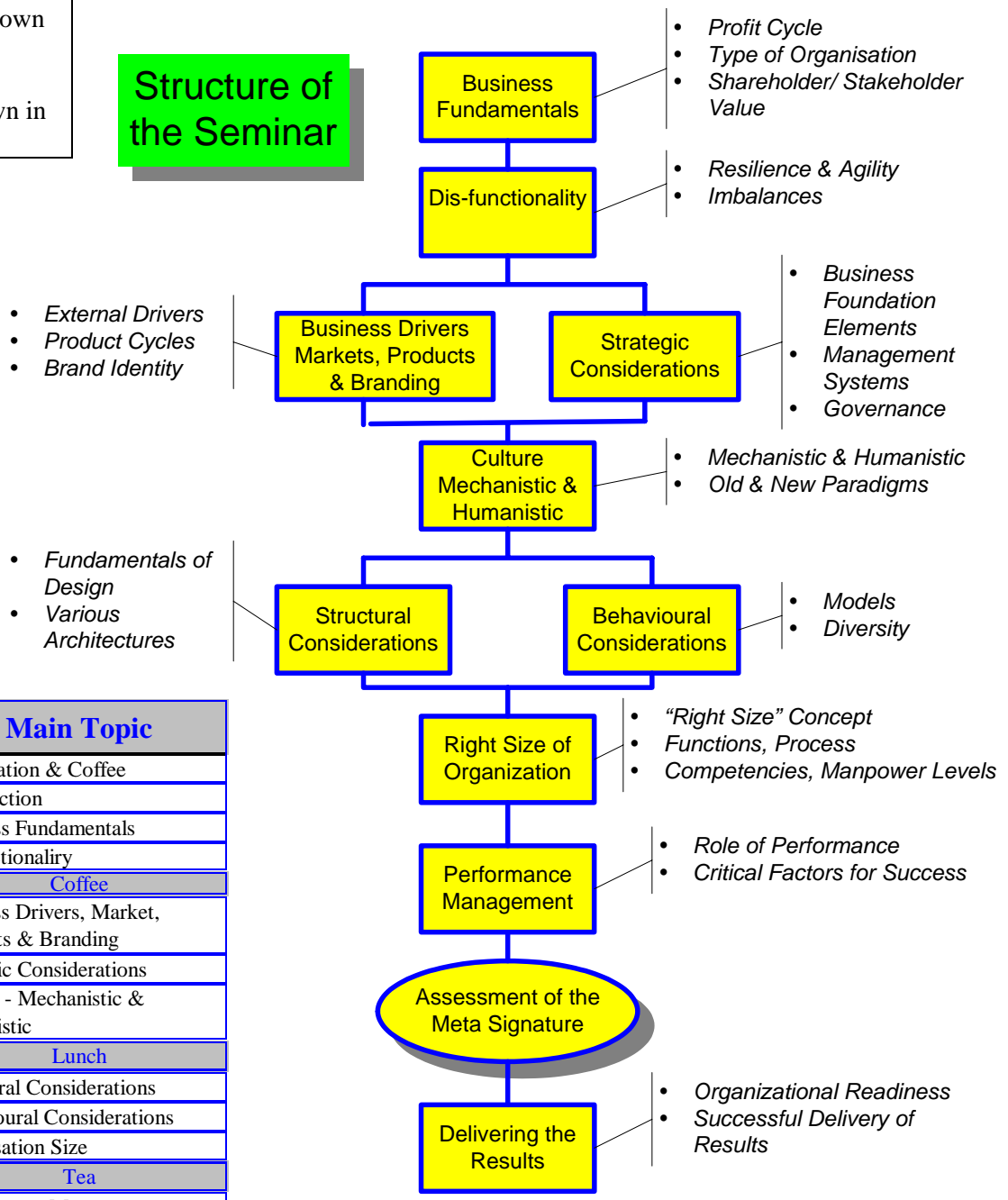
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Training Seminar Programme

The main topics and schedule are as shown in the table, the programme is structured as shown in the diagram

Structure of the Seminar



Time	Main Topic
08.30 - 08.45	Registration & Coffee
08.45 - 09.00	Introduction
09.00 - 10.30	Business Fundamentals
	Disfunctionality
	Coffee
10.45 - 12.15	Business Drivers, Market, Products & Branding
	Strategic Considerations
	Culture - Mechanistic & Humanistic
	Lunch
1.45 - 3.15	Structural Considerations
	Behavioural Considerations
	Organisation Size
	Tea
3.30 - 5.00	Performance Management
	Assessment of the Position
	Delivering the Results



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Alan LILLEY

Alan is a management consultant (ex big 5) whose major expertise is in organisational change – his experience has led him to take a specific interest in making the change processes more effective through holistic models which consider impact and benefits to all aspects of the organisation.

He is the founder of the MD Consultancy group of companies, which has been engaged extensively in the global energy sector. The company has been responsible for restructuring several major internationally based oil and gas and power and water companies.

Alan, during his consultancy career, has been involved with many aspects of learning and development - which are invariably an implicit aspect of delivering consultancy solutions. During the considerable exposure to identification and delivery of organisational strategy he has recognised the need to make the subject of organisational change visible, tangible and practical at executive level. His speciality is based on his practical insights to executive needs as identified through extensive experience in the field.

MD Consultancy International

The MD Consultancy group was founded by Alan LILLEY in 1988 in the UK to cover the often interdependent activities of management consultancy and training – the International company looking after overseas activities..

The major thrust of the company is operating at strategic levels – mainly in the OD, Corporate Governance, Business & Executive Coaching, Change Management and Performance Management Areas. To deliver results which make a difference, directly or indirectly, there is a need to combine consultancy and training skills. MD Consultancy developed the McFetridge Suite of tools to bring the essential elements of issue identification, training and facilitation.

MD Consultancy International, with a skill pool of over 300 associates, has provided consultancy and executive development in many countries throughout the world, with most types of organization from large to small. Our training seminars use this experience base to provide depth, context and interest to the principles being discussed.

For Further Information see www.mdconsultancy.com

Contact us directly: info@mdconsultancy.com

Our motto: **MD = E² = Excellence in Everything**

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Booking Details

Event	Develop Your Organisations Meta Signature		
Date(s)			
Venue			
Fee/ Delegate			
Your Organisation's Name			
Address:			
	Post Code:		
General Contact Details	Switchboard:	Fax:	www/
Training/ Sponsoring Department Contact Details	Contact Name:	DD:	e-mail:
Delegate 1 Event Date:	Name: Position:	DD	e-mail:
Delegate 2 Event Date:	Name: Position:	DD	e-mail:
Delegate 3* Event Date:	Name: Position:	DD	e-mail:

* extend booking form as required

The fees will include:

- 📄 Course Manual containing the suite of self explanatory PowerPoint Slides used
- 📄 Lunch – Tea & Coffee breaks

Terms & Conditions:

- 📄 Full fee payable of booking
- 📄 50% refund if cancellation is made within 4 weeks of course date

Bookings to: