

MANAGEMENT CONSULTANCY

Staying at least two steps ahead through thinking and acting differently from your competition is the minimum standard for sustainable advantage in the 21st Century. Human Dynamics offer a professional consultancy approach that helps you reach and sustain leadership.

We specialise in helping you address 'wicked problems' i.e. those where:

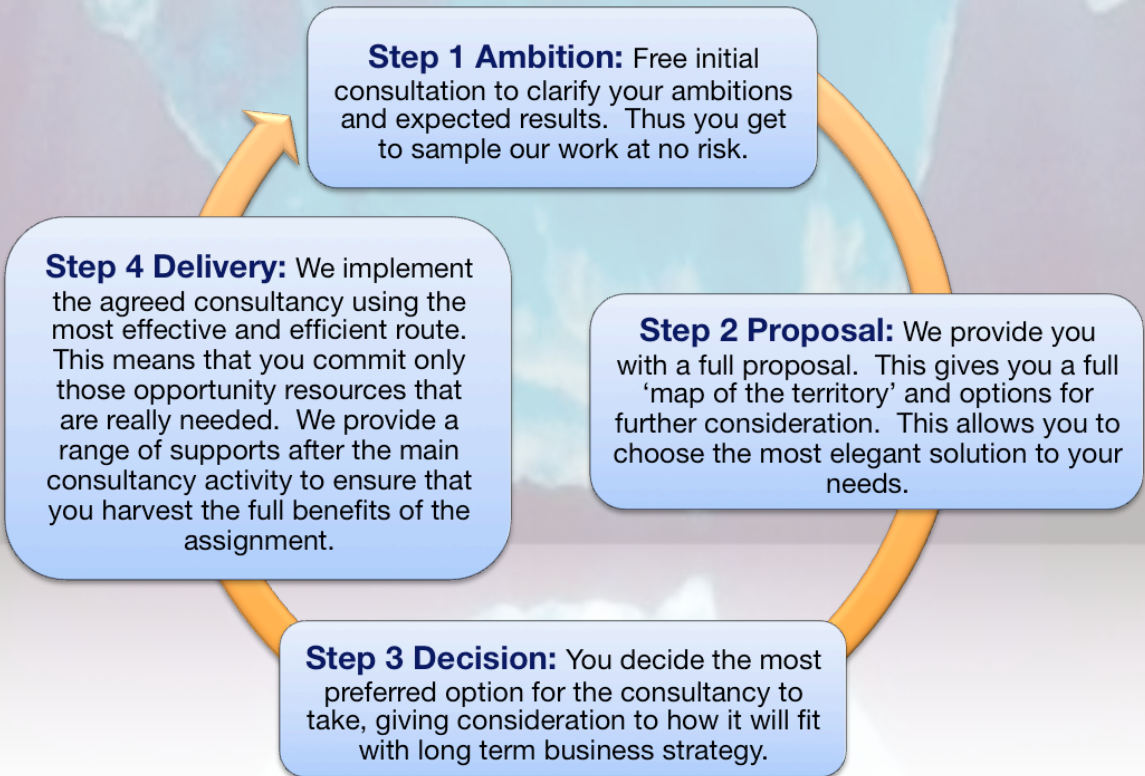
- It is vital to get a **shared vision**.
- Current solutions are not good enough, needing **innovative thinking**.
- The overall direction and routes are unclear, commonly known as **the swamp**.



EXAMPLES OF OUR WORK

- Strategy summits for a variety of companies, with a bespoke agenda, focusing on issues such as business strategy formulation and implementation, new product idea generation and development, HR strategy, competitor analysis and war gaming
- Enabled Amnesty International to achieve organisation growth and development through a strategic review, stakeholder consultation and participation.

HOW DOES IT WORK?



Step 1 Ambition: Free initial consultation to clarify your ambitions and expected results. Thus you get to sample our work at no risk.

Step 2 Proposal: We provide you with a full proposal. This gives you a full 'map of the territory' and options for further consideration. This allows you to choose the most elegant solution to your needs.

Step 3 Decision: You decide the most preferred option for the consultancy to take, giving consideration to how it will fit with long term business strategy.

Step 4 Delivery: We implement the agreed consultancy using the most effective and efficient route. This means that you commit only those opportunity resources that are really needed. We provide a range of supports after the main consultancy activity to ensure that you harvest the full benefits of the assignment.

CASE STUDY – ‘THIS TOWN AIN’T BIG ENOUGH FOR THE BOTH OF US’

Situation

Our client is a multinational company that was concerned about possible competition changes due to merger and acquisition that may erode their market share in a key product area.

The client ambition

To ‘head the competition off before they reach the pass’.

What we did

We undertook a **SCENARIO PLANNING** exercise to help the executive team unravel the complexity. This delivered the following benefits:

A rehearsal of a number of possible futures before they have happened.

Identification of early warning signs so that the company can sense changes before they damage their market position.

Impact

Field sales staff were alerted to the signals, which subsequently appeared. As a result the company were able to take preventative marketing actions up to 12 months before the competitor activity would have been picked up conventionally, with an impact on bottom-line results that could be measured in millions. They have also been able to initiate a pro-active research and development strategy that will allow them to sustain their position in the market.

What clients say about us:

Human Dynamics organised and ran a strategic thinking event for our company, to generate ‘business as unusual’ ideas to take us forward. We had a great time and generated some great ideas so watch out!

**Richard Smart,
Senior
Manager,
Strategic
Intelligence,
Pfizer Ltd.**

Human Dynamics Management Consultancy Ltd.

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More than 25 years industrial, academic and consultancy experience through innovative new product team leadership, international troubleshooting, internal consultancy and leading rock bands. 30 associates across Europe.

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