

**80% OF POTENTIAL HIDDEN FROM VIEW:
CAN YOU AFFORD TO RUN YOUR COMPANY
IN THE SAME WAY?**

HUMAN DYNAMICS creative management consultants

Improve your company's **STRATEGY** - from vision to reality

Leverage **PRACTICAL CREATIVITY** and **WISDOM** in
your company

Make **INNOVATION** more regular and frequent

Improve your ability to **LEAD CHANGE** for improved
performance

WHO WE ARE AND WHAT WE DO

HUMAN DYNAMICS creative management consultants

Human Dynamics is a Creative Management Consultancy. The words creative and management consultancy are not normally used in the same sentence. Let's begin by saying what these words DO NOT mean:

Creative management does not mean making up impractical or immoral ideas. This has gotten enough companies into trouble and given consultants a bad name. In other words, this is not creative accounting, fad management or stuff we thought up in the shower...

The old joke about management consultants is that they 'steal your watch to tell you the time, charge you for the watch and usually keep the watch'. Somewhat unusually, we treat you like adults, rather than the 'Early Learning Centre'.

So, Creative Management Consultancy the Human Dynamics way **DOES** mean that we help you:

Improve your company's **strategy** – from vision to reality



Leverage **practical creativity** and **wisdom** in your company



Make **innovation** more regular and frequent



Improve your ability to lead **change** for improved performance



Typical questions you ask us:

How can we produce 'business as unusual' ideas to keep us ahead of the crowd?

How can we generate an innovative climate?

How can I wake up my company in a helpful way?

How can we generate ideas for our business each worth minimum £100 Million per year?

How can we learn faster whilst making sure that this turns into productive results?

How can we get the 'indifferent majority' on board with change?

Learned behaviour

We are what we repeatedly do. Excellence, then, is not an act, but a habit.

Guillaume Apollinaire

WE INVITE YOU TO MAKE US YOUR FIRST CHOICE

- F**it Using approaches that fit your organisation's desired culture and which integrate with your strategy
- I**ntegrity Delivering what we promise and letting you know when we cannot be of service
- R**esourceful Using academic and business networks and databases to provide a high quality research base
- S**ynergy Working in partnership with your organisation to maximise value
- T**imeliness Providing services at the appropriate stage of your organisation's development and at the right pace

WHY WE DIFFER FROM THE CROWD

As a small specialist consultancy, we don't have hundreds of people on our payroll who we try to wind into your 'contract'. **This means you only pay for what you really need.**

We don't bring out the same old tired product whatever your requirements. **This means you get a best fit solution to your needs.**

We use associates who are committed, intelligent and thinking individuals, not people who can't think of anything else to do and have become consultants over the weekend. **This means that you don't deal with time wasters.**

We don't glue ourselves to your company like a limpet. **This means that you get the space to consider how best to use us over time.**

We aim to go 'beyond contract' – as soon as we have achieved agreed goals, our next question is 'how can we go further?' **This means that you benefit from our continuing curiosity for learning.**

Practical creativity

Creativity without discipline often fails to deliver a useful end result.

Discipline without creativity produces the result you started with.

Real world creativity

'Things should be made as simple as possible, but not any simpler.'

Albert Einstein

THE RIGHT TOOLS FOR THE JOB

Rather than having a single prescription, our approach recognises that different needs require different treatment. Dependent on your exact requirements, we will:

Facilitate a range of novel and practical solutions

Provide **expert analysis, advice** and **recommendations**

Negotiate the best possible outcome to a complex problem or opportunity

Access **best practice information** and **intelligence** to stimulate your company's 'nervous system'

Import appropriate **models** and **concepts**, where theory is essential to underpin action

Provide executive **coaching** and other practical support

Research critical questions that you wish to explore

For more detail on specific services, see our separate outlines on Management Consultancy, Training and Development, Conferences and Events.

WHAT PEOPLE SAY ABOUT HUMAN DYNAMICS

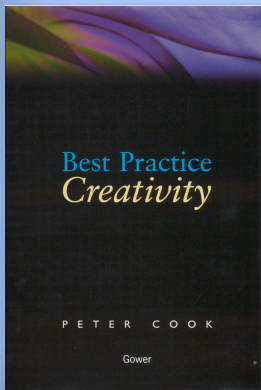
Human Dynamics organised and facilitated several valuable innovation workshops for us within BT, and we would recommend them to others seeking to engender greater creativity and innovation within their companies. We found the approach directed by Peter Cook to be very customer-focused, energising, and conducive to creating an innovative environment. Human Dynamics always responded to our requirements quickly, and consistently added value with helpful suggestions. They seem to have an unrivaled portfolio of creativity techniques, which were used to good effect, and in the future we hope to engage in the 'rock-and-roll experience' for which Human Dynamics are renowned.

Paul Mitchell, Head of Strategy Deployment, BT Retail

Many thanks once again for orchestrating an excellent middle day for our sales conference. You promised that it would be a day of teamwork, motivation and fun and you exceeded your commitment. Looking forward to the next

opportunity of working with you.

Barry Luther, Senior Vice President, Europe, Cookson Inc.



Many thanks for your recent report to Sir Richard Sykes on the Learning Organisation. We have the building of such a Learning Organisation as one of its goals. We have recently begun some work on this and it was opportune to receive your report.

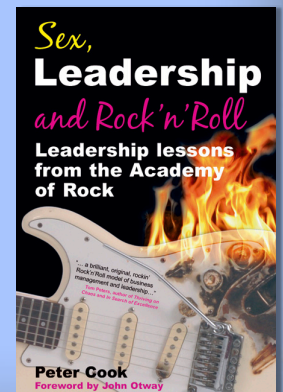
John Graley, Group Strategy Manager, GSK

I have now read your book cover to cover. It is only the third management book I have ever done that to. You are in good company as the other two are 'Witchdoctors' (Wooldridge) and 'Circle of Innovation' (Tom Peters).

Ian Thornton, Senior Manager, Micrologic

Human Dynamics conducted the strategic review in a well-planned and organised manner and with the necessary diplomacy in a potentially sensitive area. They adapted well to, and operated effectively in, the voluntary sector environment and produced a succinct, practical and realistic set of proposals. I am grateful to them for their professional work on Amnesty's behalf and for the real contribution they have made to the development of our organisation.

David Bull, CEO, Amnesty International.



Human Dynamics Management Consultancy Ltd.

Managing Director: Peter Cook MRSC C. Chem, MBA, FCIPD, NLP master, FRSA

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.

++ 44 (0) 1634 855267

E-mail enquiries@humdyn.co.uk

Websites www.humdyn.co.uk www.academy-of-rock.co.uk