

One thing is for sure ~ nothing stands still for very long. The pace of change has become incredibly fast, fickle, difficult to manage and enduring. Just as you think you have it nailed, something else comes along and changes the rules of the game.

The edge programmes were born out of a need for business to better understand the dynamics of these changes, making sense out of what's going on and turn it into competitive advantage.

Focusing on taking insight and turning it into reality. Developing the leadership potential of the management team to extract the insight, validate, commercialise and implement it. A tall order, but our track record proves it can be done.

Be that through the way it manages its people or the way it innovates.

The edge consists of two senior leadership programmes:-

**COMMERCIAL
EDGE**

As businesses have strived to develop competitive advantage through differentiation they have invested into and developed their proposition.

**PEOPLE
EDGE**

We appear to have two opposing forces heading for a seismic explosion if we don't manage them in a way that creates value for the organisation.....

We use a combination of:-

Insight, Creativity & Execution to develop the edge for senior leadership individuals and teams.

COMMERCIAL EDGE

As businesses have strived to develop competitive advantage through differentiation they have invested into and developed their proposition.

Many organisations now provide a quality of product or service way beyond the real needs of a customer or consumer and rarely are these reflected in the price they pay. Just think about something like a washing machine, they all contain functionality way beyond the needs of the normal person and yet they cost less than a night out in a top restaurant.

For any organisation it is important that innovation isn't just about the external environment - spotting gaps or opportunities and developing products or services to fill the gap. It is also about looking inside the organisation and developing innovation from within, building on what the organisation is already good at, but may be doing it in a slightly more value enhancing way. Look at how the; 'Cirque du Soliel' re-invented circus.

What is equally important is how the management team demonstrate leadership in the development of an idea all the way through to execution. It is often the case that the higher within an organisation you climb the less support you receive in terms of your own personal development. Having a great idea that enhances value is one thing, being able to execute it effectively is another. Within the commercial edge we look at both ends of the spectrum. Working with the senior team to improve the execution of value enhancing ideas and improving the chances of actually seeing the reality of them delivering value for your organisation.

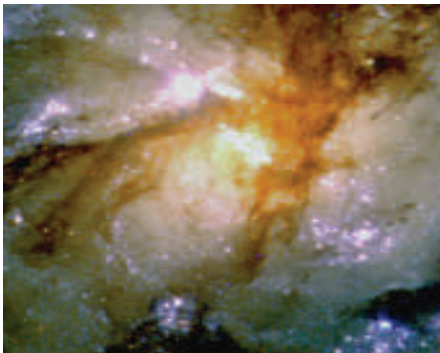
The start point for Edge is genuine INSIGHT... Which comes from our injection of new thinking from a recognised THOUGHT LEADER.

Having received new ideas/insights our delegates are taken through a structured approach to BUSINESS CREATIVITY.

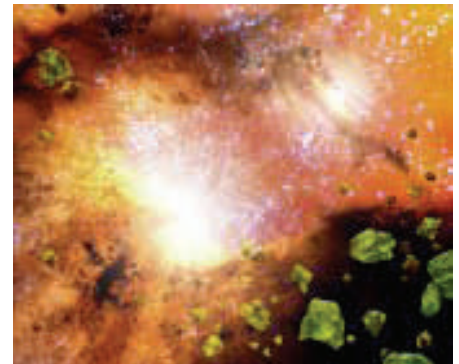
Lastly managers are challenged to priorities and develop EXECUTION plans for their best ideas... Danone have significant NPD in development as a direct result of The Edge.

Throughout the program managers are challenged to re-assess their own MANAGEMENT STYLE AND IMPACT... Many report a dramatic change in approach as a results of the insight.

PEOPLE EDGE



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The key driver for the business being to deliver value for its shareholders and stakeholders. All of this happening within an increasingly demanding environment. At the same time the people resources required to deliver this have a very different perspective and approach to work. Often lacking a real understanding or practical experience of work. High expectation around pay, conditions and prospects, with little concern or loyalty for the business.

So.....going that extra mile when things are tough is often met with a blank expression or requests for additional recompense. Within people edge we explore both sides of the coin. We develop strategies and processes to manage for value. Working together we create a leadership culture that meets the needs, manages the expectations of both sides while highlighting what are reasonable and un-reasonable demands.

Finally we actually do it! In teams and individually we undertake the key stages in real life situations, allowing managers to practice in a safe environment
Is that it? We work beyond the event through 'one to ones' and a regular culture audit to see if you are having an effect.