



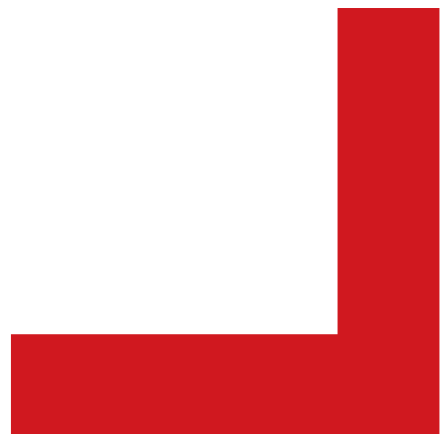
The Complete Business Transformation Workshop

A practical three-day course, based on OTM's 25 years of experience delivering Organization Design solutions for some of the world's leading brands.

London Marble Arch

Wednesday 15th April - 17th April 2015

"The best piece of training I have had in over 20 years in HR. I will be a better Business Partner for attending." - Senior HR Business Partner @ Nestle UK&I.



About Us

OTM are leaders in collaborative organization design and business transformation. With the most integrated and comprehensive methodology, the team at OTM enable clients to realize their future ambitions.

Our organization design work brings our clients immediate and sustainable value through truly transformed performance, customer satisfaction and employee engagement. This work is possible because of our experience gathered over 2 decades and over 300 design projects; along with our continued role in developing best practice and testing new theories in the pursuit of truly effective organization design for new and emerging ways-of-working.

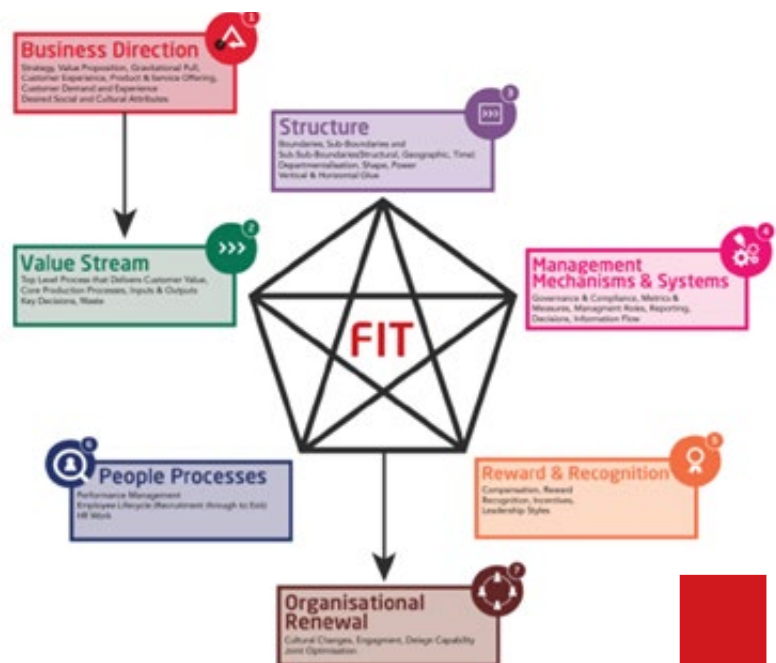
"OTM is one of the few firms who can take theory, bring it down to practical application and bring it back up, all while offering empirical evidence for why we should do it." - VP @ Thomson Reuters.

Business Transformation

This workshop is not limited to one book, one theory or one concept. The work covered will focus on real examples of transformation challenges, your own challenges and deliver real answers to pressing questions you have.

You will receive:

- 7 A 30-minute pre-workshop preparation phone call
- 7 Identification of a real project or situation for you to work on
- 7 3 days of the most comprehensive and integrated design methodology available today
- 7 A full set of tools, templates, models and frameworks to take away with you – hard and soft copies available
- 7 One 2 hour follow-up 1:1 coaching call with a senior OTM consultant.



© OTMs Applied Star Model

What We Typically Cover

OTM's comprehensive training has been delivered to clients all over the world, along with individual professionals and team looking to improve their skills as organization design practitioners and change agents.

Over 5,000 business leaders, project managers, internal change agents and OD practitioners have all taken new ways of approaching a design project with a focus on collaboration, pragmatism and holistic thinking.


The 3 day workshop will cover issues such as;

- 7 Moving from site-based or local operations to a global operating model, whether HR, marketing, regulatory or wider operational disciplines
- 7 Moving from product to a customer-solution focus for your organization
- 7 M&A work and how to understand the optimal approach for integration or bolt-on
- 7 Organizational maturing challenges and other life-cycle demands
- 7 Building readiness vs reactive change management
- 7 Truly engaging people vs compliance-based change; Organic vs top-down change.
- 7 The impact of technology changes affecting business design and ultimately success
- 7 Putting the customer at the center of your business' design and operating model
- 7 How to handle misalignment between business strategy, competitive advantage and operating model
- 7 How solutions like Holocracy, Ambidextrous organizations and management exorcism are one size fits all, canned solutions.
- 7 Why the three box model for HR is an inadequate concept
- 7 Designing for complexity and not complication
- 7 Avoiding the starts, stops and challenges faced during implementation of design.



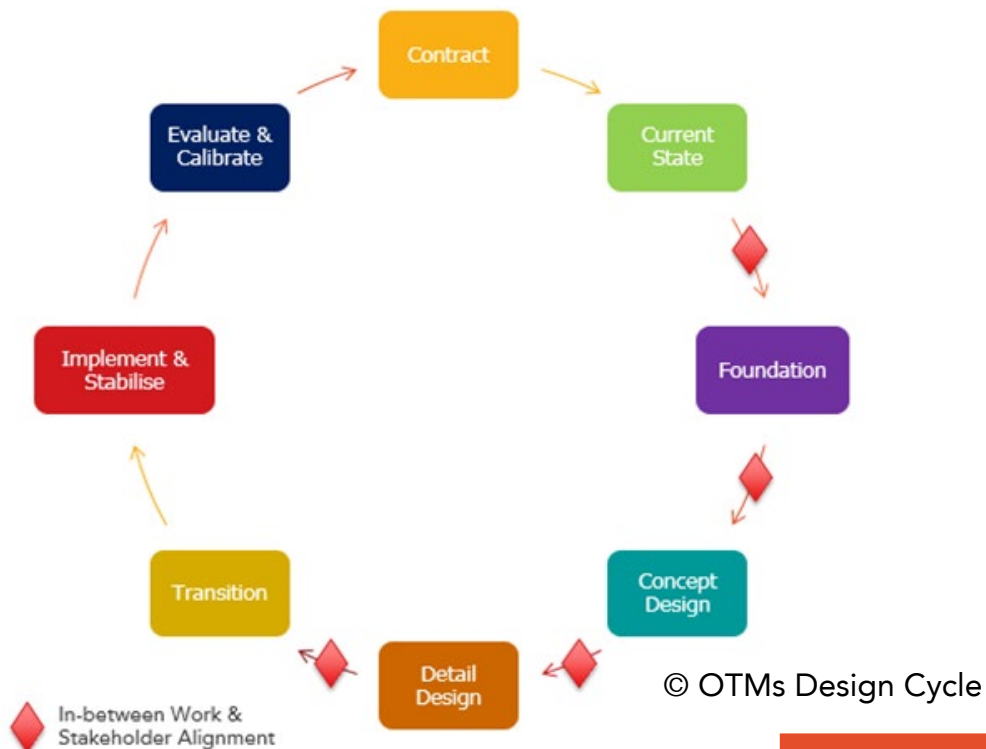
"The course couldn't have come at a better time for me personally, putting into words so much of what I try to do and filling me with confidence that I was moving forward in the right direction. I presented my People Plan last Monday, and it was a huge success."

- HR Business Partner, Royal



Agenda - Day 1

Brief Discription	Key Objectives/Activities
08.30am Start	
<p>Full immersion into what is organisation design and business transformation regardless of the drivers causing the change followed by working sessions to critical review projects.</p>	<ol style="list-style-type: none"> 1. Define organisation design. 2. Define business transformation. <ol style="list-style-type: none"> a. Technical change b. Behavioral and psychological change 3. Real project work 1
12.15-13.15pm Lunch	
<p>Now that "the what" is understood in all its splendor we will move into the "how". Progressing from "need identification" through to "implementation"</p>	<ol style="list-style-type: none"> 1. Why organisation designs and transformations fail. 2. Learn step-by-step methodology and key activities from start to finish. 3. Examine the core decision tree embedded in the methodology. 4. Compare and contrast organic vs top-down ways of doing business transformation. 5. Complexity vs Complication. 6. Real project work 2
18.30pm Close	



Agenda - Day 2

Breif Discription	Key Objectives/Activities
08.30am Start	
Practical business needs and practical solutions. What is business alignment and making a business strategy real? Examining design implications for real strategy choices.	<ol style="list-style-type: none">1. Reflection on Day One2. Comprehensive alignment of a business to its strategy.<ol style="list-style-type: none">a. What is business strategyzb. How to implement it.c. Strategy drives design choices3. Alignment work – Rapid proto-typing4. Real project work 3
12.15-13.15pm Lunch	
Various business needs and practical solutions. Designs and real transformations that work.	<ol style="list-style-type: none">1. From local to global designs.2. Putting the customer at the center of a business.3. Technology-driven transformations4. Efficiency driven transformations5. Organisational maturity stages and design choices.6. Real project work 4
18.30pm Close	



Agenda - Day 3

Breif Discription	Key Objectives/Activities
08.30am Start	
Practical business needs and practical solutions. A redesign and transformation is only as good as its implementation.	<ol style="list-style-type: none">1. Reflection on Day One2. Achieving sustainable transformations.3. Integrated transformations or why change management is dead.4. Real project work 5
12.15-13.15pm Lunch	
The criticality of implementation and staying true.	<ol style="list-style-type: none">1. Flawless, smooth implementations.2. Design Governance © - Are we still fit for purpose?3. Real project work 64. Putting it all together5. Scheduling follow-up support.6. Feedback and close
16.00pm Close	

OTM Wisdoms ©

- 7 Pay now or pay later: commitment versus compliance. Either way – the business will pay.
- 7 Go slow now to go fast.
- 7 Complexity is not the same as Complication
- 7 Design from the Outside In, Not the Inside Out
- 7 Push vs. Pull
- 7 No one Person has all the Information
- 7 Anything you can tell – you can ask.

Facilitators

Founder & Managing Principal – Mark LaScola



"The conference was one of the most energizing experiences I have had." - HR Manager, United Health Group.

With a Bachelor of Arts in Psychology from Fresno State University (1980) and an interdisciplinary Master of Science in Marriage and Family Therapy from San Jose State University (1985) - where his work focused on systems theory and its application to human systems and processes - Mark founded OTM in 1990.

Mark's passion for "collaborative business transformation", as he calls it, sits at the heart of OTM and supports a belief in people, holistic thinking and pragmatism. Mark shares his experience and supports the wider industry through regular publication of best practice and is the author of one of the industry's most integrated and comprehensive re-design / transformation methodologies. Mark also sits on the European Organisation Design Forum board and regularly speaks at industry events.

Having himself successfully delivered over 300 redesigns and 600 engagements, has trained and developed approximately 5,000 executives, managers and internal change agents – across a broad and diverse range of industries on 6 continents and over 20 countries on OTM's comprehensive solutions.

With experience in redesign across all business functions and multiple sectors Mark delivers detailed work system and processes at speed. His hands-on experience has delivered a redesign of an 800 person organisation for American Express in just 32 days; as well as five separate businesses in four countries for BAE Systems in just over 3 months.

When not on a plane or watching a real football (soccer) match, he's at home with his family in Phoenix, Arizona.

Peter Turgoose – Senior Consultant

With over 30 years of experience in applying behavioral psychology for business, Peter brings a unique blend of knowledge and experience to the design, planning and deployment of change strategies.

Peter is a Chartered Occupational Psychologist who has worked with, and held senior HR Director level positions in leading organizations in the UK, mainland Europe, and the USA.

Peter's expertise is in the development of innovative strategies that change organizational capabilities and behaviors. He has brought this to bear in addressing major M&A activity; large-scale IT implementations; liberalization of market place dynamics; product and service substitution projects; and in support of cost strategies. Peter is in demand as a speaker on postgraduate business psychology programs, and as an individual coach to senior business leaders.



Simon Davies – Senior Consultant

Simon's background is in commercial and general management, specializing in bringing about radical change and performance improvement across many diverse functional areas.

Having held both senior internal change leadership roles and external consulting roles, Simon is able to bring extensive experience to alignment of business strategies and operating models.

For four years, Simon focused on implementing lean service transformation into organizations across the public and private sectors solving the unique challenges of implementing LEAN methodologies into a service environment.

Simon's his approach has been influenced by both his experience of leading change as a general manager, as well as in applying theoretical and research based approaches based on Socio-Technical Systems theory.

Simon holds an MBA (University of Warwick Business School, 1993) and a BA in History, Politics and Government (Darwin College, University of Kent at Canterbury). He lives in Northamptonshire, UK with his family when not working or sailing.



Where

London, Marble Arch
ETC Venue, Garfield House
86 Edgware Road
London W2 2EA



Cost

Individual Delegate Fee - £2,100 + VAT

N.B. Discounts are available for more than one delegate from a single organization

Accommodation is not included but options can be provided.

Book Now

Register your interest by emailing: jjones@on-the-mark.com

We'll confirm availability and preparation requirements by return.

Spaces are limited to 20 people, due to the hands on nature of the workshop.

"OTM created an open team dynamic. People came out of their shells and understood each other, regardless of their role or seniority." - VP, 3M.

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