

**Riding The
Tiger Of Change
Winter 2010/11**



The 2010/11 Year of the Tiger came roaring in on “all change” in the UK. The new Government is making an impact on the balance of funding streams, projects and jobs in both public and private sectors. Chandler Associates has clients across sectors: after a comparatively slow start to the year, our services have been in increasing demand.

Our work is seen as adding value in our relationships with longer term clients: this continues to evolve and expand and we have refreshed relationships with some former clients. Remember that old marketing fact – it costs 10 to 15 times more effort to find a new client than it does to retain an existing one. So we advise to keep refreshing those old links, because amongst them is your next piece of work: if you do not refresh them, that work will likely go elsewhere. Read on for a flavour of what we have been doing recently.

Working On The Business

We thought you might be interested in our approach to aspects of our own business planning. At the start of each new year we sit down for a business planning day. We start by reflecting on the previous year, what we achieved against our objectives, and if not, analyse why not. Talking about the changes as the year evolved, leads us to looking forward to the year ahead, with the planning needed to dovetail our projected objectives and work-streams. We always have a half-day review meeting during August: the world moves quickly and it is important to ensure that we continue to add value to our clients as things evolve. This is a process on which we can also advise clients for their own businesses' sustainability.

Customer Service

Not rocket science, but really fundamental to being successful. Each transaction that involves receiving and giving service is a candidate for improvement. We all know how it feels when the other party fails or refuses to accept “ownership” of our matter. And that is a key to improvement: getting ownership translated into excellence and solutions, all in one transaction. Mike is currently working on this with a customer service champion. Watch this space!

Crewe Vision

Mike's involvement as a Key Stakeholder on this flagship project to bring Crewe into the 21st Century continues.

Quote Corner

Recruit for Attitude and train for Skills

Ken Stepney, Head of learning & Development at JCB Ltd.

Never take refuge in comfortable illusions but always try to look the truth, however grim, straight in the eye.

Laurens van der Post

When you've finished changing, you're finished.

Benjamin Franklin

WORLDSKILLS London 2011

It's getting closer! During 2010 it's been all systems go in identifying the UK's potential competitors (highly skilled young people in the early stages of their careers in a broad spectrum of workplace skills) and the autumn concluded with competitions to select UK Squad members (see picture below).

Work continues to develop further the professional and emotional maturity essential for achieving the world-class performance excellence which is needed to compete in global markets.

The final Team of UK competitors will be selected from the Squad next summer to then compete at London's Excel Centre in the World's biggest ever skills competition on 6-8 October. Di's role as Cluster Lead has expanded to provide support to 9 Engineering and IT Skills.

www.worldskillslondon2011.com



UK's Training Manager/WorldSkills Expert for Aircraft Maintenance, Jonnah Jones, at the Squad Selection event, held at RAF Cosford in November.

Fair Trade For African Blackwood

As we move into our 3rd year of the project with MCDI (Mpingo Conservation & Development Initiative) we are seeing the Chain of Custody complete. It commences in the forests of Tanzania, with villages sustainably managing their forest reserves and legally logging Mpingo wood. This is then processed in a certified sawmill, the blanks are exported to UK to a certified importer, who sells them on to a certified manufacturer, Hanson Clarinets being our first manufacturer to sign up. Certification is provided by the Forest Stewardship Council's internationally recognised FSC scheme. Early in 2011 the first certified African Blackwood Woodwind Clarinets will be launched onto the world market. It's a very exciting project, and is actually coming to fruition. Mike says thanks to the team and to Comic Relief for funding us.

The NHS is Evolving

The NHS is said to be safe under the new government, meaning it will continue. What is not said so clearly is just how. Commissioning is the new element of change, i.e. how the service will be procured. PCTs used to do it, but in future GPs will be forming consortia to do so. What does that mean? The jury is still out, but it does offer an opportunity to do things differently, like understanding real patient needs based upon new ways of analysing them. Mike is working with others on developing new solutions to this aspect.

www.chandler-associates.co.uk

Our "on-line brochure": having reflected on our website's coverage of the services we offer we have started making some updates. Why not have a look, and feel free to comment?

Chandler Associates

www.chandler-associates.co.uk

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