

Real-world advice

Value for money is a misunderstood concept, are you sure you really understand your position?

Over 100 hundred years ago John Ruskin wrote "It is unwise to pay too much, but it is worse to pay too little! When you pay too much you lose a little money, that's all. When you pay too little you sometimes lose everything because the thing you



Get it wrong and you could take delivery of something you were not expecting!

bought is incapable of doing the task it was bought to do".

Measuring achievement

Are you trying to measure what is easy to measure rather than what is important?

Reality Check!

Yes No

- Do you have access to "real-world" advice?
- Do you ever challenge your own organisation's assumptions?
- Is your idea of business challenge one of "shooting the rapids"?
- Are you measuring what is easy rather than what is important?

Ideally you got "Yes" to the first two questions and a "No" to the last two, *now challenge the validity of your answer!*

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New Millennium New Realities

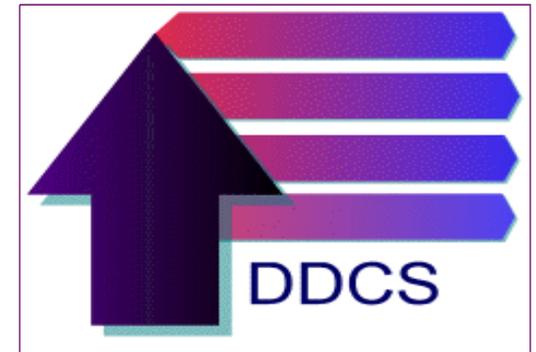
Key product & service characteristics should never be considered as absolute or in isolation; they are seen as relative with other offerings within the market place.

Do you really know your relative performance from all directions?



When mistakes become patterns Get concerned!

Are you sure you have everything you need to make a difference to your business.

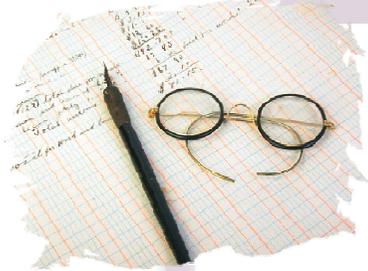


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Analysis

What does analysis mean to you?

- * Market stratification analysis?
- * Product (portfolio) analysis?
- * Vendor analysis?
- * Gap Analysis?
- * Purchase value analysis?



Whatever type of analysis you will embark upon make sure that the data presented and the arguments set forth, deserve profound respect. Do not make the common mistake of using only internal information that can flow with an inherent bias. Few organisations will have the expertise to impose the necessarily dispassionate, unbiased view of their own information.



Commercial Reality

Shooting the rapids!

Looking at scenarios to formulate a decision?

Searching for that "something" to touch a chord in your mind?

According to an article in Harvard Business Review, most consultants who prepare scenarios for clients do not feel any responsibility for the decision interface.

Why? ... Because scenarios that merely quantify alternative outcomes of obvious uncertainties never inspire a management team. No one likes being obliged to question their own assumptions, yet as a top manager you cannot continue to "shoot the rapids" in the expectation that "going on as before" will bring you through.

What you really need is "definitiveness" when dealing with the uncertainty of a business environment. Few, if any, projects are outside the range of surprise-free possibility and the benefits that can be derived through access to "real-world" experience can avoid serious over-run of your project budget.

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Training

Do you end up making decisions based on inadequate information?

Do your teams possess the correct level of knowledge to help them make the right decision?



Do you have all the facts?

DDCS can train your teams to comprehend "real-world" situations that exist in the market place today.

- Buyer / seller relationships.
- Local market appraisal
- Vendor appraisal
- Sales team training
- X-Ray technology training

Both distance learning or in-house training options are available.

Would your team benefit from a learning experience?

Can you do something to improve the team's learning experience?

Absolutely you can!

Your next step?

Contact DDCS