

DR DAVE ENGAGEMENTS

Dr Dave designs and delivers powerful engagement processes with a proven track record of achieving high impact bottom-line results. Every engagement is unique, drawing on vast experience, expertise and exposure to global thought-and-practice leadership frameworks and tools. Specific examples of engagement processes in various public, private and non-profit enterprises are summarized below, headed by the **primary focus** of the engagement (though all areas of focus arguably overlap to some extent):

- **Strategy** — the leadership team of a financial services firm developed a strategic plan in a single ‘away day’ workshop, including a powerfully motivational mission statement, a clear and compelling vision for success, specific goals, measurable objectives and KPIs, clear value propositions tied to key offerings, plans for stakeholder engagement, plus a balanced scorecard and strategic map.
- **Growth** — a subsidiary of a global technology manufacturer achieved >20% sales growth (£10m above target) after only six monthly workshops focused on improving leadership team cohesion. Growth resulted from greater consistency in complex, multifunctional communications with customers.
- **Product Innovation** — a startup within a multinational telecommunications firm conducted a series of away days and mentoring, resulting in transformation of the business from a money-losing hardware provider to an 80% gross margin software and hardware provider.
- **Revitalization** — a mature, declining business unit won a \$600m contract as a direct result of a turnaround strategy formulated during six months of stakeholder interviews and workshops.
- **Commercialization** — a data analytics firm packaged and developed, through 6 workshops, a much clearer, more concise and compelling core value proposition to pitch their expertise and technology capabilities, leading to a strategic partnership with the world’s largest marketing group of companies.
- **Clarifying Purpose** — a 40-person team developed, in a single workshop, a powerful new unifying mission statement that everyone felt strong ownership of, as well as individual missions, leading to measurably improved productivity and working across what had formerly been organizational silos.
- **Brand & Business Model Innovation** — a collection of online and bricks-and-mortar companies involved in most aspects of human capital management sought a unifying brand, business model and growth strategy – all created based on a series of interviews, focus groups, online surveys, and competitive analyses. The company was acquired by a global player wanting to use the new brand.
- **Leadership** — a local government housing authority improved internal and external service metrics based on a single leadership workshop involving a unique mix of presentation and discussion, interspersed with performances by a world class string quartet. Participants found this to be a highly engaging, memorable format, but Dr Dave usually performs without musical backing!
- **Service Excellence** — a medical practice included all 45 staff in a workshop that led to redesigning their reception-waiting area, empowering non-medical staff to use greater discretion for urgent appointments, and creating a palpable enthusiasm among all staff for improving patient experience. The improvements led to measurably improved customer satisfaction and operational efficiencies.
- **Marketing** — a law firm engaged all staff in a series of facilitated group discussions which helped everyone realize they have a role in marketing and ‘selling’ the value provided by the firm to its clients. The workshops led to sustained increases in sales, profits and regional market leadership.
- **Cultural Transformation** — a major hospital with a highly diverse 7,000 person workforce achieved measurable improvements in productivity, patient safety and experience, staff morale and reduced staff turnover, resulting from workshops focusing on individual and organizational psychology.
- **Globalization** — a chemical manufacturer facing new, stiffer competition, and therefore flat growth in its UK home market developed, in 9 half day workshops, a highly successful niche strategy to take on a US-based global player and emerging Chinese competition, entering the US and other markets.
- **Business Improvement** — a mobile payments company achieved a 50% increase in valuation and a successful exit (trade sale) based on six months of engagement, focusing on strategic leadership, improved engagement of people within the business, financial management, and innovation.
- **Powering Innovation** — many CEOs, MDs and other leaders have gained invaluable insights and guidance on how to create more value within their enterprises, as delivered to and experienced by customers, through a strategic framework and model for leading innovation, and for improving innovation culture and capabilities within leadership teams and wider organizations.