



Achieve Breakthrough

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“Those who dream by night in the dusty recesses of their minds wake in the day to find that it was vanity: but the dreamers of the day are dangerous people, for they may act their dreams with open eyes, to make it possible.”

T. E. Lawrence



In Summary

We are in business to help organisations like yours achieve extraordinary breakthrough results that you may currently think impossible through the development of your staff. Put simply, we work with people across every level, function and industry, exploring what they think in order to help them to recognise and change how they think - freeing them up to act on what may be possible in the future, unconstrained by past history.


Stimulating people to act and giving them the power to do so maybe the single most important difference between those organisations that stagnate and those that develop a competitive edge.

Our work empowers organisations to achieve aspirations and strategies that typically can feel impossible through creating leadership capability at all levels and a Breakthrough culture that delivers on commitments. We partner our clients to design and deliver organisational initiatives that produce sustainable change and fantastic results.

The programmes we run are for those who intend to be in the forefront of new thinking that will revolutionise organisations.



Our clients reap a minimum ROI of 10:1 from working with us in tangible, business-critical results as well as a core capability to consistently and predictably make breakthroughs happen. Public and private sector organisations we work with range from Diageo, Microsoft, AstraZeneca and Virgin to several leading NHS Trusts and Unitary Councils.



Organisations that work with us either have the following concerns:

- Size of results to be produced are outside of what has been done before and seem impossible – what with everything else we have to do!
- Unlocking the potential of our teams and energising the organisation behind the strategy
- Need to galvanise the middle of the organisation behind the strategy
- Looking at the thinking & acting required to achieve breakthroughs
- Have the middle management fully empowered (usually seen as ‘frozen’ or a block)
- Implementation of large transformation programmes
- Culture change to one of creativity, can do and brilliant at implementing the strategies

Or want:

- Development of the middle management levels so they can brilliantly implement the strategy
- Innovation and empowerment, responsiveness through unleashing the potential from the organisation
- Delivery of transformation programmes
- Management Development of top talent and leaders of the future
- Managers to take more responsibility and ownership – ‘rising to the occasion’
- Transform the organisations culture
- Develop an ability to manage the continuous process of change to maintain market share
- To develop an internal core competence and capability to be able to continually and predictably produce breakthrough results



We have been working with multi-industry organisations in both the public and private sector for over 20 years.

Our work is with leaders, managers, teams and whole organisations and what we have seen is that the greatest obstacles to performance breakthroughs in organisations are people's "logical", self-limiting beliefs about what it is possible for them to achieve. This is what we mean by organisational culture. Basing today's actions on past experiences seem to make sense; your decisions of the past enabled you to succeed this far. But using your past binds you to possibilities inside of that which you know.

The alternative to leading from the past is to lead from the future. Our philosophy develops an absolute commitment to a future achievement which there is no reasonable evidence at the time the commitment is made – an achievement we would normally consider to be impossible. An organisation that becomes committed to an "impossible" future achievement will produce extraordinary results in the present.

This culture changing process of leadership and management enables organisations and teams to:

- Evaluate the present from the perspective of a dramatically different future, (rather than our more typical approach of evaluating the future from the point of view of the past and present).
- Develop an absolute commitment to performance breakthroughs that shatter existing cultural limits on what is possible in your organisation.
- Personally identify with your organisation's future

"We have found no other approach has been more effective with driving business change in our Supply Chain. The successes that we've experienced by using these techniques have transformed the spirit and enthusiasm of our teams and they're driving the pace of change more rapidly that we've ever experienced."

Paul Adams, VP Operations,
De La Rue - Talaris

"Our culture was constrained and rule bound. Achieve Breakthrough supported and coached us in harnessing the power of all staff to shift the organisation from a culture centred around professions and hierarchies to one focused on the patient and the patient care process"

Ron Cooper, Ex-CEO,
Royal Berkshire Hospital Trust

"I have worked with Achieve Breakthrough for over 12 years and their approach to organisational transformation has provided significant benefits for the organisations I have run. During my three years at Guinness they have helped me make the company more responsive, inspiring and successful"

Mike Hughes, CEO,
Guinness GB

Our Approach

Sample Client Organisations

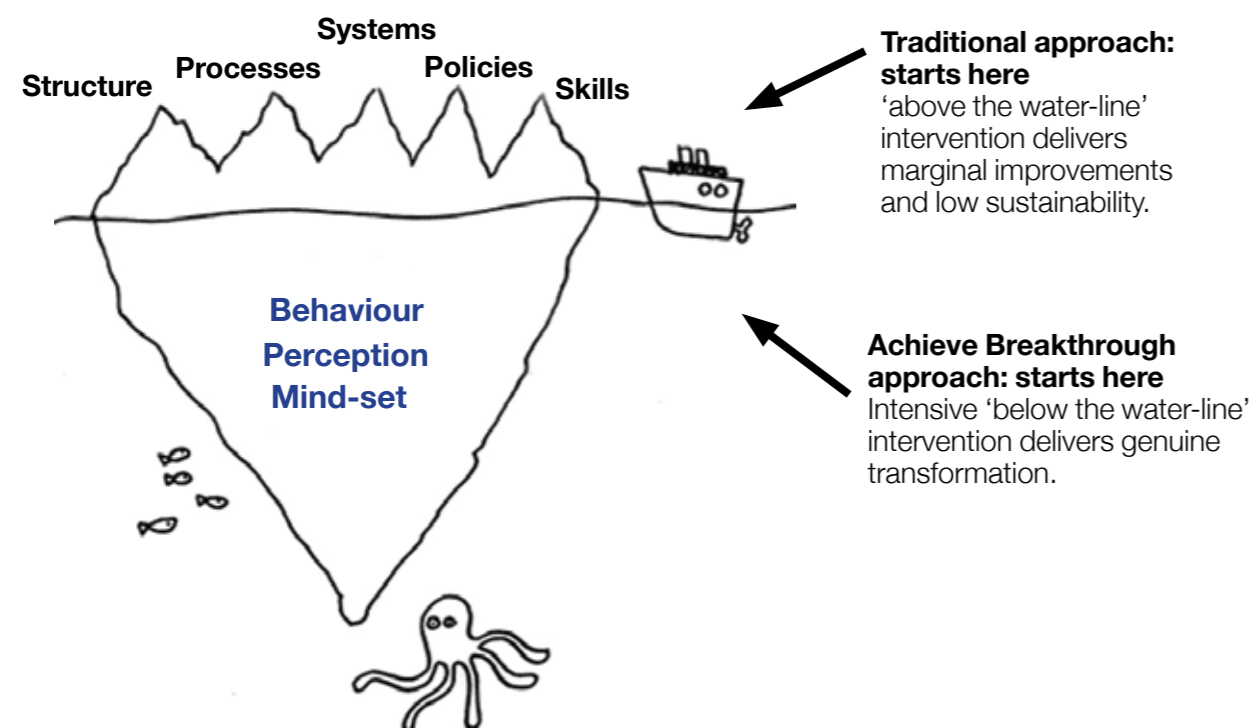
We work with organisations and individuals who are committed to producing 'breakthroughs'.

Recent research by Boston Consulting Group states that 75% of change efforts fail to deliver on promised results. The main reason stated is due to the leadership's ability to change the culture and environment so it is conducive to achieving the step changes required and not limiting; – embedding these competencies is within the core capability of Achieve Breakthrough.

Traditional approaches to organisational and leadership development tend to focus on the tangible elements of an organisation (new processes, new programmes, structure, systems and strategies) and little work is done below the waterline on the more intangible elements (attitudes, behaviours, mindsets and perceptions of people). It is the intangible elements, however, that govern the success of any programme, business plan or strategy. The power comes when you focus on the intangibles and tangibles in equal measures then you have sustainable change and great results.

Our approach is unique as we focus on impacting the perceptions, behaviours and mindset in order to get sustainable change. We are committed to sustainable leadership and management development that makes a real difference to tangible results and creates an environment of trust, ownership and responsibility.

The organisational iceberg illustrates the hidden elements that form the organisational culture that lie below the surface and dictate the degree of success that is possible from any traditional approach.



Achieve Breakthrough have worked with over 20% FTSE Top 100 and Fortune 500 companies delivering programmes from large scale change programmes, leadership and management development to process and supply chain transformation.

- American Express
- AstraZeneca
- Aviva (CGNU-Norwich Union)
- Ball Packaging Europe
- Bath & North East Somerset Council
- Birmingham City Hospital Trust
- Bristol Council
- Bristol Southmead NHS Trust
- British Aerospace
- British Midland Aviation Services
- Cheltenham Borough Council
- De La Rue – Talaris
- Diageo – United Distillers and Guinness
- E.ON
- Hays
- HM Customs and Excise
- Lloyds TSB
- Lucas Aerospace
- Lucas Varity
- Massey Ferguson
- Microsoft
- NHS Scarborough
- Oracle
- Oxford University
- Primary Care Trust Bath
- Quintiles
- Rearsby Automotive
- Rover
- Royal Berkshire Hospital Trust
- Scottish Health Authority
- Scottish & Newcastle
- Smith & Nephew
- South Gloucestershire Council
- Tullow Oil
- Ureco
- Vauxhall Motors
- Whitbread

What Executives have to say about Achieve Breakthrough



"We have found no other approach has been more effective with driving business change in our Supply Chain. The successes that we've experienced by using these techniques have transformed the spirit and enthusiasm of our teams and they're driving the pace of change more rapidly than we've ever experienced."

**Richard Spence, Global Logistics Manager,
Smith & Nephew**

"Over a two year period Achieve Breakthrough delivered a fully coordinated culture change programme that substantially shifted us from a fixed, slow and bureaucratic culture to an empowered, energised and innovative culture allowing the company to be more fluid, responsive and act with pace."

**Rob Garner, HR Director,
HP Bulmers Ltd**

"They took our existing people, developed them and we are producing results we could only of dreamed about. I have seen a lot of external consultants and not make a great deal of difference – but AB really has."

**Paula Gildert, Head of Procurement,
AstraZeneca.**

"We now have challenging thinking and have high aspiration with powerful stakeholder engagement tools. GCLs have shifted their thinking to now take the permission and demonstrate what is possible to the marketing companies. The coaching has been very effective around the stakeholder and team engagement. On track to deliver \$70m."

**Jill Brown – Senior Executive Team,
AstraZeneca ISMO**

"In my opinion, this programme has delivered more organisational change in 18 months than in the previous 18 years. Senior and middle managers feel empowered and motivated and we are developing a new organisational culture based on trust, devolved responsibility and making the possibility happen."

**Rob Bell, Assistant Director,
Cheltenham Borough Council**

"It has enabled teams to create visions and strategy together and get the best out of each other. The work provided a turbo boost in momentum for delivery. Their support is direct, engaging, and focuses on what needs to be done to achieve results through education, coaching and facilitation."

**Terry Voce, Vice President Asia Pacific,
Ball Packaging**

"Having identified stretch targets in terms of output and time, Achieve Breakthrough developed individuals involved in the project to deliver previously unachievable results - breaking down cross-functional barriers between departments, customers and suppliers."

**Adrian Green, Product Supply Director
Diageo**

"Achieve Breakthroughs work is grounded in sound theory and can be applied practically. Working through real live issues to create a deeper learning experience and focus the business on conversations that really adds value and delivers real change. I believe your contribution touches the parts other providers can't reach"

**Penny James, CEO,
Taunton Deane Borough Council.**

Typical Client Results

All of these were achieved as a result of Leadership, middle management and team development in Breakthrough Thinking and acting



Guinness Brewery GB

£3.1 million benefits over six months including halving lead times and a £1 million CAPEX avoidance. Reduced finished goods inventory by 60% (£2.1m) and avoided capital expenditure of £3m due to creation of capacity on the lines and reduction of “non value added.”

Guinness Import Company (USA)

New market positioning and strategy. Grew 3 million cases to 40 million cases within 3 years.



Royal Berkshire Hospital

Culture transformation programme resulting in £7m savings through re-designed processes centered around the patient. All within 12 months while service maintained.



Lucas Bryce (Now Delphi)

Increased productivity by 400% in 6 months to meet customer satisfaction requirement.



Bath & North East Somerset Council

Planning Services achieved record targets in Service history and sliced 4 weeks off customer waiting times and was awarded a £250K development grant. Revenue and Benefit Services eliminated a 6000 document backlog in 5 weeks and reduced key process time by 70% delivering £530,000. Property Services generated £17.1m in capital receipts in 6 months. Organisational wide transformation programme with significant culture shift to deliver new vision and corporate priorities.



Smith and Nephew Medical Devices

Operations improvements, exceeding 97% of volume, positive trend in OTIF and 90% reduction in back orders. Retrieving £600k of a predicted overspend. Distribution reinvention project delivered £500k benefits. Results had been so successful Hull Plant was nominated for Manufacturer of the Year 2007.



AstraZeneca

Transformation of 700 Procurement leaders and managers using the Breakthrough process delivering a culture shift and 60:1 ROI from expenditure savings over a 2 year period. Savings attributed to Achieve Breakthrough approach in excess of \$30million.





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