



Newsletter

June 2010

Hello and Welcome

Welcome! Through this newsletter we communicate with over 400 of our clients. When chatting to clients you told us that you like to hear about others' experiences. So we have decided to introduce a new newsletter format:

Guest Client. We asked **Richard Anderson's (MD of Fenmarc Produce Ltd)** to share his experience of **consultancy** with Fairstead Development and his Board.

Current Thinking. **Malcolm** shares some recent experiences of clients going through change and their readiness to change.

News. In the news slot I explain about a long time aim which has been re-energised when **coaching** – writing a book.

Despite all the gloom in the media, our clients continue to grow and we continue to create exciting, developmental work with them. We are always on the look out for new business too and welcome the opportunity to talk together - do **contact us**.

Diane Walton. Managing Partner

In this Issue

Guest Client Slot:

Richard Anderson
MD Fenmarc Produce

Current Thinking!

Are you ready?

Our Book News



Guest Client,

**Richard Anderson
MD Fenmarc Produce Ltd**

'The Fenmarc 21'

“As the leader of the Board it is my role to ensure that we push the business performance forward, helping the business to change to meet the ever increasing demands in a competitive environment. Like most Boards in most businesses we believe we are doing the best we can everyday. If I ever doubt that this is the case I can look to my fellow Board members to confirm this and so life goes on.

It is hard to be objective in an assessment of performance that you are heavily involved in. So last year I asked Fairstead to take a look at the Fenmarc Board, how it operates and offer suggestions to challenge our thinking about how good we are today and how good we dare to be. The outline aim I agreed with Fairstead was that we wanted to become 21% more effective and we agreed how we would measure this.

After agreeing the outline aims I invited the Fairstead team to observe the Board at work and offer some stimulation for how we might improve. Some of the initial feedback made me glow with a sense of pride at how well we were doing but this was matched equally with observations that made me cringe and gave me an immediate sense of how much room there was to improve and step our game on.

In the early sessions with Fairstead we worked hard on the process of bringing topics to the Board and turning them into time bound action plans that would really make a difference. This provided clarity and effective ways to move forward. Malcolm took a very active role helping us to understand a process that would support more timely and effective decision making. We also identified topics that created circular debate, that lead nowhere whilst burning valuable time and energy. The combined impact has been getting more done without anymore time and I believe we are on track to go way beyond the original 21% target.

Our work with Fairstead continues today and I am looking forward to building on the platform we have created. I am confident we are better placed to take advantage of the opportunities that surround us as a result."

Richard Anderson
Managing Director – Fenmarc Produce Ltd

How good do you and your organisation want to be? **Contact us** to meet up for a discussion.

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Current Thinking:

Are you Ready?

'When you are ready to learn, the teacher will appear'
Ancient Chinese proverb

What has this to do with stairs? As a Consultant over the last 20 years I have gained considerable experience working with clients going through **change** and **learning**. This spring and summer we have been working with two clients who have set up and managed major changes in their organisations. A **coaching** client we have worked with has experienced some amazing personal development. What has struck me in these cases is a dramatic switch from; accepting the 'status quo' to dramatic action.

These clients have experienced some or all of these factors:

- A real and personal realisation leading to a dissatisfaction with the current situation (e.g. 'We won't survive if we carry on like this')
- A real and personal sense of inspiration that things can be different and better (e.g. 'We have the best team in place I have ever known, we are ready to own and then grow into this new sector')
- A personal tipping point and spark of recognition that I or we 'can do more and be better than this' (e.g. 'I need to tweak something in my behaviour to move me up to my next level of leadership')

In all cases above the individuals and organisations were not clear what to do next, they were however very clear and passionate that some things needed to change. Deciding what to change and how to do it is part of the process **we support**. Once at this tipping point the process of change is ready and welcome.

One of the barriers to change is filtering or ignoring information to enable us to stay the same – this is called Discounting. It is an amazing phenomenon that individuals, teams and even whole organisations can Discount information. If a problem is not being solved something is being Discounted.

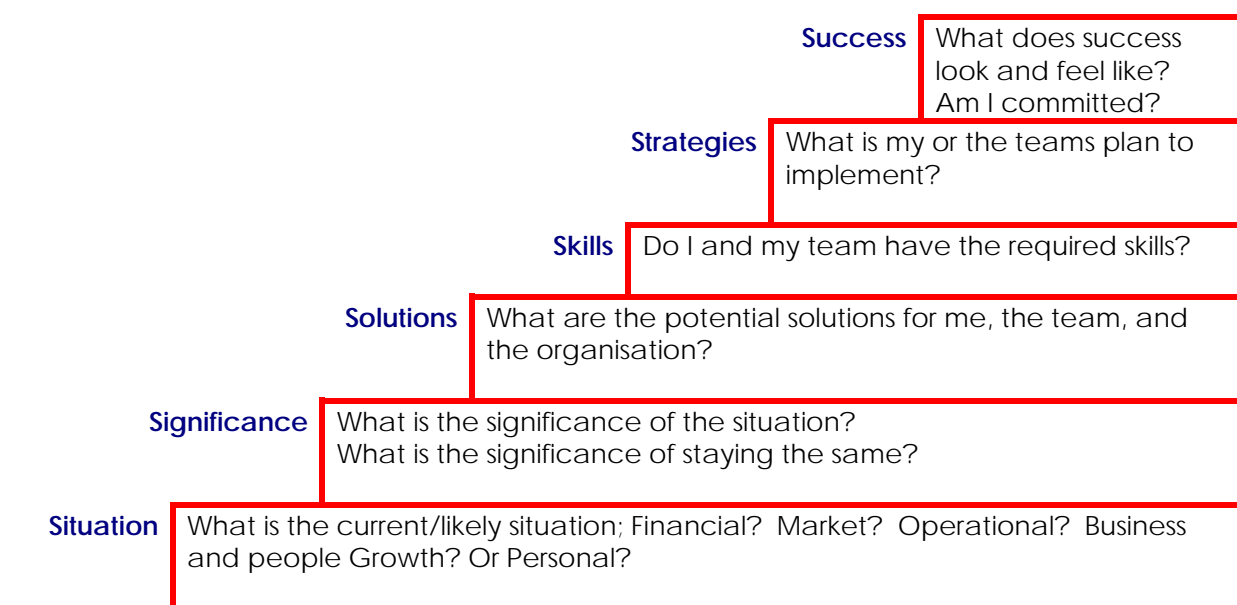
The antidote to Discounting is to take 'Account'. The clients mentioned above all personally took 'Account' of their situation. Julie Hay developed a valuable concept to counter Discounting and structure taking Account, called the 'Steps to Success' (see below)

Are you and your team taking Account of your situation?

Are you ready?

If so **contact us** for structure and support

Steps to Success
(Start on the bottom step!)



Adapted from the original source:
Hay J (1998) Donkey Bridges to Developmental TA. Sherwood Publishing

Contact us to see how to initiate structure and support individual, team and organisational change!
Malcolm Walton

Book News!

On a recent coaching programme, I have experienced coaching from many different people. This has been; stretching, unusual and a fun experience. One of the subjects was writing a book.

We have toyed with the idea of writing a book for a while as we are often asked by clients 'can we buy a book with more details and background on what and how you teach?' Starting writing appeared daunting with so much to include, in our minds the book turned into encyclopaedic proportions! The coaching experience helped me think through the options and what we really wanted to cover. Like many things in life the first step is the one that takes the courage! Well the news is that Malcolm and I have started and set a target of writing the book within the next 12 months.

Watch this space for updates and outlines!

Business is all about People!

We believe business is all about people. So from the very first contact we work in partnership to gain a real understanding of your business and aspirations for change. We will work with you to design, deliver and stay with you to implement changes that work and make a difference.

Please contact us to ask any questions and discuss how we can work together to develop your people and your business.

Malcolm Walton. Consulting Partner

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