



**What we do:** **AQADA** help successful, ambitious organisations, facing new strategic challenges, to become even more successful – develop a future strategy, raise performance, enhance service, realign the operation and refocus management teams to overcome, and take advantage of, changing market dynamics.

**FACT: Swift and agile change programmes succeed:** research across 5 continents shows 7 in 10 strategy transformation / change programmes fail to meet leadership objectives. Not due to poor planning but because of flaws in execution; low staff engagement; delivery of results is too far out; day to day management distractions; under-resourcing; poor communication; no customer focus; insufficient drive; concentration on committee not individual accountability. Simply - it was not actioned well.



**Action centred:** **AQADA** brings a focus on operational reality and results; injects urgency and a rapid move to early execution. Our methodology adds vigour and rigour - the drive, focus, continuity, linkages and connectivity to energise, bridge and navigate the transition from planning to actuation.



**Commercial sector clients:** improve profitability by setting firm foundations, enhancing and aligning service delivery, increasing operational efficiency, driving forward change programmes and enriching CRM processes.

**Charity sector clients:** prepare and equip for future challenges through cultural realignment, introduction of commercial principles, business development, multi-channel service delivery, client relationship management and professional disciplines while protecting and retaining values, ethos, objectives and a focus on beneficiaries.

**AQADA mainstream services: transform your organisation into the business you want it to be.**



**AQADA deliver our mainstream services through a series of action programmes provided to our Clients':**

Business transformation and swift realignment	Service design for "bottom line" impact	Customer service as a differentiator	Building a performance culture
Turning a strategic plan into operational reality	Improving operational performance	Making a business easier to deal with	Connecting the team to a progressive strategy
Cost reduction and commercial controls	Service "health check" to build firm foundations	Commissioning in the competitive environment	Creating a dynamic culture
Commercial disciplines while protecting values	Retail and multi-channel service delivery	International CRM programme development	Up-skilling, training, coaching and mentoring
International partnership management	E-business / On-line channel management	Establishing Customer ambassadors / advocates	Driving values to build value
Focus on value creation and profitability	Building shared service centres	Customer at the heart of the service	"Mind sight" programmes – building creativity



# Why choose AQADA LTD: Making change happen – today and tomorrow

*“Changing the way people think about business”*

**Focus on the service sector:** AQADA experience encompasses: travel, transport and tourism; home and property maintenance services; environmental; franchises; membership services; charitable trusts; social enterprises; local government; retail, B2B call centre and customer service centres; online / e-business services.

**FACT: Connecting with your customers - perfect change:** World-class, high quality, customer driven service has the greatest impact on an organisation's long-term profitability - more far reaching than marketing campaigns, or cost efficiency drives. The customer is at its heart, profit is an outcome.



**No progress without change - and no change without action:** AQADA's focus on your strategic goals, values, customer's experience, service delivery, efficient and effective alignment of service and operations, gives the change resonance; a cause and meaning to relate to, far beyond just numbers.



**Service dimension:** continuous service enhancement makes your business “an organisation that people want to do business with”. Perfect change undergoes a metamorphosis and synthesis during activation to become "business as usual" creating a sense of permanence, resilience and sustainability.



**Straightforward consulting and performance management:** AQADA use a structured approach coupled with tried and trusted business models ("P" system, Gyroscope) and strategic transformation tools (Orchestra), tailored to your organisation's needs. We create a flexible framework which dynamically adapts to the changing environment. We focus on the actuation and actioning of change, to ensure programmes are delivered on time, on budget and achieve the desired results.



## AQADA delivery mechanisms:

- Strategy advisory and design**
- Strategy delivery and execution**
- Change management**
- Consultancy**
- Project / programme management**
- Interim management**
- Training programmes / workshop facilitation**

**FACT: Staff engagement:** Lack of connectivity and with staff, costs companies over £10B each year. In the UK 57% of staff feel “not engaged” and 26% of staff feel "actively disengaged" in management strategy and change.

**AQADA culture change and people development:** Your team are involved, connect positively to the change goals and channel their energy and enthusiasm towards a common cause - success. One culture - one company - one goal can be seen to be working. Employees and management genuinely influence the change and re-design of their organisation.

### AQADA achieve our Client's goals through our “Triple A service”:



✓ **Advisory:** Fortright evaluation of your organisation's position in the contemporary market place. We then bring intelligent design-work to re-set organisation-wide priorities and establish future direction.



✓ **Alignment:** Active in helping you resource, plan logistics and infrastructure, to communicate the change and integrate the strategy. A catalyst for change.



✓ **Action:** Actuate the change, help you navigate your organisation through the change pathway and drive the momentum of the transformation.

**Built for you - just for you: a bespoke programme every-time – expertise coupled with experience:**

**We get you there faster:** AQADA programmes are unique, which differentiates us from competitors; this allows us to differentiate your organisation from business rivals. Each programme is customised and tailored to align with your organisations priorities, drivers and objectives. We activate and encourage your team to be creative; to use their initiative to enable your company to meet strategic goals, enhance your business reputation and achieve sustainable profit.