

THE TRANSFORMATION PROJECT – MANAGEMENT TOOLS FOR PERFORMANCE IMPROVEMENT

We all know that we're in a period of radical change, responding to the challenging economic conditions after the banking crisis. This is especially true of the public and third sectors, where retrenchment management is well underway, but it is also reducing the commissioning of services from the private sector. The conditions pose both a threat to survival and opportunities for innovation, growth and sustainability. If you are re-thinking your overall, operational or project management strategies, we can help.

The TRANSFORMATION Project is currently located within Aston Business School, one of the top rated business schools in the UK and Europe. The Project is funded by the prestigious Economic and Research Council (ESRC) and is supported by the Association for Project Management (APM). Due to the success of our new product development, we are in the process of setting up a spin out company, also called The TRANSFORMATION Project. This means that we will be able to competitively meet your organizational needs.

The TRANSFORMATION Project has been developed by working in a collaborative partnership with colleagues from the public, third and private sectors. It has created two new products: the **Receptivity for Change Toolset** and the **Actor Analysis Toolset**. The toolsets accurately diagnose your transformation potential as a response to the pressures you are facing from outside and inside your organization – they specifically reveal what you are doing well and areas for development, which means we can help you improve the delivery of your services and products. They achieve this through The TRANSFORMATION Pathway: by completing a validated questionnaire and by generating actor analysis maps for current and future working, all supported by a summary report and facilitated organization development sessions. The toolsets are designed to integrate in your project management processes.

We know the toolsets work because of our rigorous development and testing process. This is the unique benefit of The TRANSFORMATION Toolsets having emerged from a research-led university which values practitioner insight. Our remit is to transfer existing academic knowledge to transform change and project management practices. Dr. Michael Butler, the project lead, has been working in this area for twenty years, both as a management consultant and an academic researcher and teacher.

Initial testing has been in specific projects identified by our project partners to improve their management practice. They helped the ANPR project manager from Warwickshire Police to secure funding from their Business Improvement Board to implement the project across the Warwickshire region – targets have been exceeded. The toolsets have also facilitated Playgroup, a London advertising agency, to restructure

their organization to enhance new product development. More impact data is currently being collected in these organizations, and the toolsets are being rolled out to Birmingham Local Education Partnership, Echo Managed Services and NHS Warwickshire. The Project has also been supported by Associated British Foods and DHL Supply Chain. We are presenting our work through various new channels and learning networks, for example, the National Council for Voluntary Organizations (NCVO).

Here are some quotes from our partners and feedback from a conference participant:

'We thought The TRANSFORMATION Project would be full of academic theory that would achieve very little other than further clouding of the actual issue. In reality the process actually allowed us to understand the problem. I think that we now have a much greater understanding of what it is. That is a massive step towards a solution. Quite honestly, I doubt that we would have achieved that if we had been left to our own devices.' (Chris Alexander, ANPR Manager, Warwickshire Police)

'I attended the "Transformation: the what, the good and the how" seminar in March 2010 at Aston. The event was very well worth attending. The speakers represented a variety of perspectives and were entertaining as well as informative. Networking with the presenters and other attendees was of great value. If you have not attended one of these events, I would implore you to make time in your calendar.' (Mick Andrews, Programme Manager, Fujitsu)

To find out more about our services, visit our website (www.thetransformationproject.co.uk), e-mail Dr. Michael Butler (m.j.r.butler@aston.ac.uk) or join The TRANSFORMATION Project Group on LinkedIn.

Our web site has lots of information about the toolsets, case studies and our services.

You can sign up to receive information about our work through a regular e-zine and get advanced notice of upcoming events. We have an interactive page for you to share ideas. A workbook to support the toolsets is currently being produced, as are other new materials. The research team is also learning from our project partners and captures the knowledge exchange through in-depth research articles published in international journals.



**We believe that
The TRANSFORMATION Project
is creative, practical and exciting and we
look forward to working with you in its
next phase of development.**

