

WORKSTYLES—THE KEY TO OPERATING 'IN THE TODAY'

WORKSTYLES DEFINE THE PRECISE 'WANTS AND NEEDS' OF TODAY'S DIVERSE WORKFORCE.

THESE 'WANTS AND NEEDS' HELP TO IDENTIFY WHAT WILL DELIGHT THIS DIVERSITY AND WHAT WILL SUPPORT EFFECTIVE WORKING. THIS MEANS SUPPORTING THE WHEN, WHERE, AND HOW YOUR STAFF CHOOSE TO DELIVER THEIR OPTIMUM PERFORMANCE.



"BY 2010, ONLY 20% OF THE UK'S WORKFORCE WILL BE WHITE, ABLE-BODIED MEN UNDER 45 YEARS OLD"

OFFICE OF NATIONAL STATISTICS



JBA

KINGWOOD COMMON
HENLEY-ON-THAMES
OXFORDSHIRE
RG9 5LX

PHONE: +44 1491 628654
FAX: +44 1491 628764
E-MAIL: INFO@JBASSOCIATES.UK.COM

▶ WORKSTYLES

—A UNIQUE BUSINESS PERFORMANCE ADVANTAGE IN A ONE-DAY WORKSHOP



TEL: +44 1491 628654



WORKSTYLES—CHALLENGE BUSINESS CONVENTION IN A ONE-DAY WORKSHOP



"WHAT'S A NORMAL JOB?"

WHAT'S BEYOND CONVENTION IS THAT THE VERY NATURE OF WORK ITSELF IS CHANGING MORE RADICALLY THAN THE ECONOMIC WORLD THAT SURROUNDS IT.

THIS IS EVIDENCED

BY;

- REAL TALENT IS AN INCREASINGLY RARE COMMODITY.
- THERE'S INCREASINGLY VOLATILE PEAKS AND TROUGHS IN DEMAND FOR PRODUCT AND SERVICE.
- WHAT ORGANISATION CAN PROVIDE ITS MANAGERS WITH FIXED OFFICES, SIMPLY BECAUSE THAT'S WHAT THEY PREFER OR EXPECT.
- LINE OF SIGHT MANAGEMENT NO LONGER SUFFICES—AN UNTRUSTWORTHY EMPLOYEE IS UNTRUSTWORTHY, IT DOESN'T MATTER WHETHER YOU CAN SEE THEM OR NOT.
- THE RELENTLESS 'COMMUNICATION CONTINUUM' EXPANSION IS STRAINING TRADITIONAL BUSINESS CONVENTIONS.
- THE GROWING PRESSURE ON MANAGERS—BEING CONTINUALLY ASKED TO DELIVER MORE, BETTER AND FASTER WITH LESS, AND TO ACHIEVE THIS IN AN INCREASINGLY VIRTUAL BUSINESS WORLD.

FOR ORGANISATIONS ERRING ON TRADITIONAL BUSINESS CONVENTIONS, THIS AVALANCHE OF WORKPLACE COMPLEXITY AND DIVERSITY CAN APPEAR DAUNTING. BUSINESS LEADERS ARE FINDING IT INCREASINGLY DIFFICULT EVEN TO ANSWER, "WHAT'S A NORMAL JOB?"

WORKSTYLES—WHAT'S THAT?

THROW AWAY THE CURRENT MODES OF EVALUATING YOUR WORKFORCE—**WORKSTYLES** DEFINE THE WAY YOUR PEOPLE REALLY WORK. THINK ABOUT YOUR EMPLOYEES IN TERMS OF: "WHAT ARE THEIR



'WANTS AND NEEDS' BASED ON THE WAY THEY WORK?" RATHER THAN "WHAT FUNCTIONS OR TASKS DO THEY PERFORM?"

CHOICE OF WHERE AND WHEN TO WORK IS TODAY'S EXPECTATION

IT IS THIS SIMPLE CHANGE IN PERSPECTIVE THAT IS THE STARTING BLOCK FOR CREATING A MORE AGILE WORKPLACE.

SCIENCE BEHIND

WORKSTYLES

DRAWING ON YEARS OF BOARD-LEVEL EXPERIENCE WITH MAJOR ORGANISATIONS—OUR MULTI-DISCIPLINARY TEAM RECOGNISED THE ABSENCE OF ROBUST RESEARCH INTO THE 'WAY PEOPLE WORK'.

AS A RESULT, IN 2002 WE COMMENCED ON CORRALLING PREVIOUSLY DISPARATE RESEARCH AT UNIVERSITIES OF CARNEGIE MELLON, CORNELL, NEW YORK, SURREY, HENLEY MANAGEMENT COLLEGE AND THESEUS INSTITUTE INTO A SINGLE CONSOLIDATED PROGRAMME TO UNDERSTAND **WORKSTYLES** AND THEIR 'WANTS & NEEDS'.

EXPERIENCE HAS SHOWN THAT, FOR MOST ORGANISATIONS, JUST 5 OR 6 WORKSTYLES COEXIST AT ANY ONE TIME.

THUS FAR, THIS RESEARCH HAS DOCUMENTED 29 **WORKSTYLES**, SPANNING EACH AND EVERY ROLE IN TODAY'S WORKPLACES, ACROSS ALL BUSINESS SECTORS.

ONE-DAY WORKSHOP BENEFITS

DRAWING ON OUR PROVEN **WORKSTYLE** PORTFOLIO, THIS WORKSHOP DEVELOPS TEAM OBJECTIVES FOR COMMON VISION AND OPPORTUNITY ACROSS YOUR WORKPLACE. WE IDENTIFY SUSTAINABLE BENEFITS WHILST EFFECTIVELY REDUCING RISK, ENABLING YOUR INTERNAL RESOURCES TO MAXIMISE THEIR OWN SKILLS AND EMBED BEST PRACTICE.

IT'S BEEN INDEPENDENTLY CORROBORATED THAT, BY ADOPTING AN AUDITABLE BUSINESS CASE FOR WORKPLACE TRANSFORMATION, ORGANISATIONS COULD TYPICALLY EXPECT TO IDENTIFY GAINS IN PERFORMANCE IN THE ORDER OF £3 - £8 MILLION PER 1,000 EMPLOYEES.

DELIVERABLES

IN JUST A SINGLE DAY, WE GUIDE YOU TO AVOID SOLVING THE WRONG PROBLEM REALLY WELL...!

WE CRAFT YOUR ROADMAP OF ACTIONS, RELATIONSHIPS AND OUTCOMES THAT WILL SUSTAIN OVER TIME AND BUILD AN AGREED LIST OF WORKPLACE OPPORTUNITIES, STRATEGIES, AND TACTICS FOR ALL PARTIES.

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