

ACTIVE INSPIRE

Enterprise Wisdom™

All you need to know
you already know :)

A brief guide on using collective wisdom to build
more accurate and effective business strategies

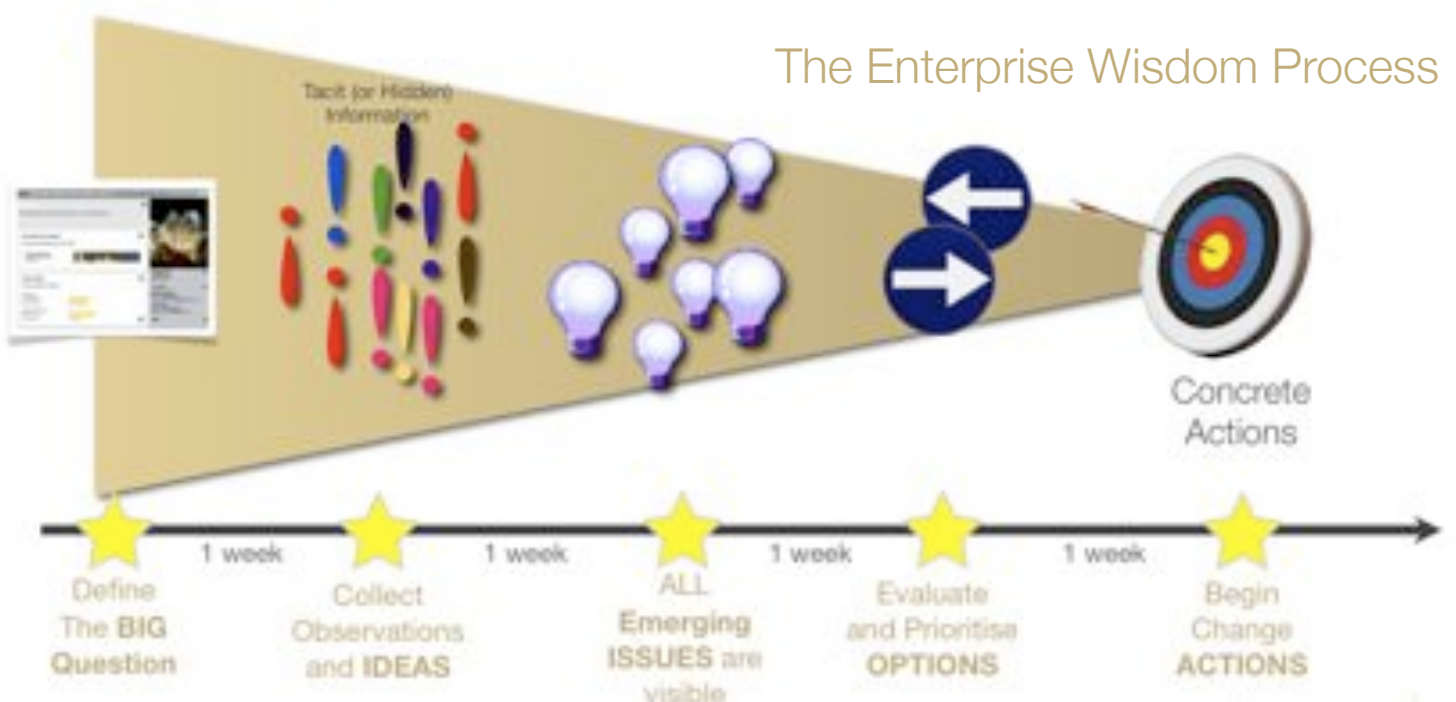
Why do change management or strategic transformations fail so often?

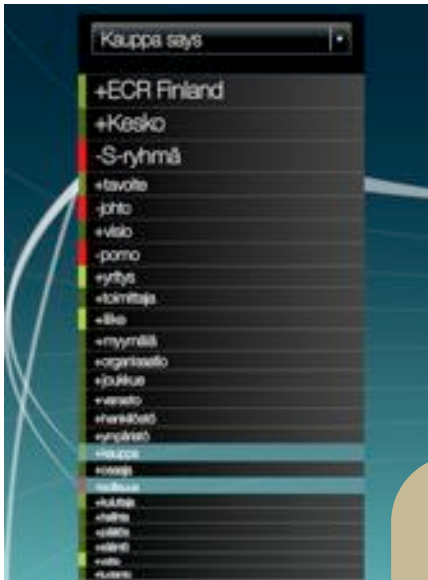
- ➔ Subjective analysis of the business situation
- ➔ Time pressure and desire to make changes fast
- ➔ Shortage of skills and resources to manage the change
- ➔ Lack of commitment from the organisation

Introducing Enterprise Wisdom™

Enterprise Wisdom™ is the most pure and precious resource your business possesses and like any precious resource it is challenging to acquire, refine and use. It is the collective wisdom of your workforce directed to tackle any business issue – and it suggests the right actions everytime. It is the resource that you know you have, but have never known how to leverage.

Now you can harvest your Enterprise Wisdom™ using the same proven and practical process supported by online tools that has helped companies across Europe to leverage their wisdom to develop new strategies, manage their change programmes, boost their innovation and improve their profitability.





- ▶ Bigger "crowd" is involved in the process
- ▶ The unsaid gets said and the brutal facts are uncovered
- ▶ New angles and novel approaches are discovered
- ▶ Relevance and priorities informed by the crowd
- ▶ Involvement brings commitment to the change process
- ▶ Deployment of the strategy and change becomes easier

Why it Works

There is a wealth of tacit information in every organisation, but it is difficult to make it explicit due to barriers and organisational filters, such as:

- 🕒 Strategic filters leading to "It is not in our current strategy"
- 🕒 Cognitive filters leading to "It is not relevant to us"
- 🕒 Power filters leading to "we have tried this before"



Enterprise Wisdom™ is a process to free tacit information, bypass the filters and build explicit wisdom from a bigger group than normally involved in strategy development and organisational transformation.

Benefits

- ➔ More accurate answer that has a higher chance of successful execution
- ➔ Engage the whole organisation in dialogue
- ➔ Cheaper than traditional methods
- ➔ Faster than traditional methods
- ➔ Anonymous
- ➔ Scalable and suitable for complex global business structures

Contact us now to start using Enterprise Wisdom™ for:

- ▶ Enterprise Strategies
- ▶ Community Strategies
- ▶ Industry Strategies
- ▶ Change Management
- ▶ Rapid CEO Introduction
- ▶ Profitability Improvement
- ▶ Outsourcing/Insourcing Alignment
- ▶ Mergers and Acquisitions
- ▶ R&D Innovation
- ▶ Design Strategies
- ▶ Brand and Advertising Messages
- ▶ Employee Satisfaction and Motivation
- ▶ Onboarding Employees
- ▶ Customer Satisfaction Studies

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**ACTIVE
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