

MEDIA BRIEFING KIT



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INTRODUCTION

Welcome to the Tinder-Box media briefing kit which has been designed to provide journalists working across all types of media with detailed information about Tinder-Box.

This media briefing kit sets out the rationale behind Tinder-Box, the people behind the organisation and explains how its approach is challenging the management consultancy market place.

It also makes suggestions for potential feature angles and lists contacts for further information.

If you would like any additional information about Tinder-Box please contact

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ABOUT TINDER-BOX

Tinder-Box was formed in 2007 and is a new generation of business consultancy that is assisting organisations including PepsiCo, BP and the Jamie Oliver inspired 'Fifteen Cornwall' to deliver business results through a unique approach.

The approach focuses on combining the commercial and cultural aspects of business to optimise performance and is turning the traditional model of management consultancy on its head. Tinder-Box delivers tailor-made programmes which combine three areas of expertise;

1. **strategic management consultancy**
2. **executive coaching**
3. **team and leadership development**

The team at Tinder-Box holds extensive commercial, coaching and change management experience and the consultancy is founded with one clear objective; to equip organisations with the skills they need to achieve and sustain business success.

ABOUT TINDER-BOX

Tinder-Box is challenging market perceptions of strategic management consultancy in the following areas

1/ Enabling independence. Tinder-Box does not advise but equips organisations and teams with the skills they need to produce commercial success and business results for the long term.

2/ Optimising performance through commercial and cultural aspects of the business. The consultancy's services always include an examination of culture, beliefs, vision and behaviours of the team and organisation. It assesses people, not purely systems and processes, with the aim of attaining commercial success.

3/ Using a combination of specialist skills including strategic consultancy, coaching and leadership development and change management which means it is able to provide a true 360 degree view of a business. The mix allows change to begin with skilling individuals and teams, making success more likely to be sustained over the longer term.

ABOUT TINDER-BOX

4/ Programmes are tailor-made and developed purely from the needs and objectives of the client.

5/ Potential is turned into performance by focusing on utilising and developing the existing skills in the teams to the full to enhance performance. Results are measured in line with business objectives and performance indicators.

6/ Partners hold senior experience gained in leading blue-chip organisations, with a breadth of professional qualifications and contemporary academic thinking. Each client benefits from the broad perspective.

7/ Tinder-Box is results driven and offers all clients the opportunity to base a percentage of fees on the results delivered. It is proud to be selective working only for corporate organisations and social enterprises where real results can be achieved.

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TINDERBOX

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tinder-box.co.uk

THE TINDER-BOX **APPROACH**

a Rationale

Tinder-Box differs from any other management consultancy by providing the individuals and teams with the skills they need to enable them to continue to affect success when the project ends. The organisation approaches delivering sustained business success through both the cultural and commercial aspects of an organisation.

Programmes are tailor-made for each client to maximise the true potential for change and sustained success. The experience of the Tinder-Box team marries first hand senior business experience with accredited coaching qualifications to turn potential into performance.

b Benefits of The Tinder-Box Approach

There are three significant benefits to the Tinder-Box approach

- Senior management teams and individuals become equipped for the long term to deliver that success. They own it and develop the skills and behaviours needed.
- A process or business issue is identified in partnership with the Tinder-Box team but the solution is developed by the people responsible for delivering success in the organisation, it is not simply handed over by external consultancy team. Ownership and sustainability form the basis of the solution
- The value from the Tinder-Box programme continues to be obtained when the project is completed because the development has been carried out in partnership with the team who remain with the organisation and can continue to deliver success using their new skills.

THE TINDER-BOX APPROACH

c How It Works In Practice

Tinder-Box partners with the business to achieve its goals. It approaches the commercial aims (the what) together with cultural change (the how). Each programme is tailor-made. There is no 'handover period' at the end of the project, instead the Tinder-Box team maintain and mentor the team until they are able to work independently. It is this rationale and practice that sees the company working with social enterprises such as 'Fifteen Cornwall' the restaurant inspired by Jamie Oliver. Tinder-Box has a strong culture and only selects to work with organisations where it is able to deliver a real difference.

THE TINDER-BOX **TEAM**

Jason Miller, Partner

Prior to establishing Tinder-Box, Jason held the role of Head of Talent and Executive education for BP where he was responsible for developing and implementing a leadership programme across 8,000 employees in the company's niche business and global trading areas. He has a reputation for delivering breakthrough performance in organisations, teams and individuals across a number of industries including Financial Services industries, Retail and Manufacturing.

Jason specialises in bringing about change in senior management teams and individuals to deliver sustained business performance. His career includes operations manager for one of the UK's largest oil refineries and Vice-President for HSE and Operations in BP's pioneering 'Alternative Energy' business.

As a qualified NLP Master Practitioner and NLP coach, he is a credentialed coach with the ICF (International Coach Federation), Jason studied Strategic Breakthrough Thinking at Cranfield Business School and has continued to follow the subject, becoming a graduate of Dialogos – acknowledged leaders in the field of Systems Thinking.

Jason has a passion for change and a talent for bringing out the best in people and teams. His most recent projects have combined private sectors with social enterprises and charities. Recent engagements include Premier Foods, Lloyds-TSB, Bray Leino, BP, Ernst & Young, PepsiCo, and the Jamie Oliver inspired 'Fifteen Cornwall'.

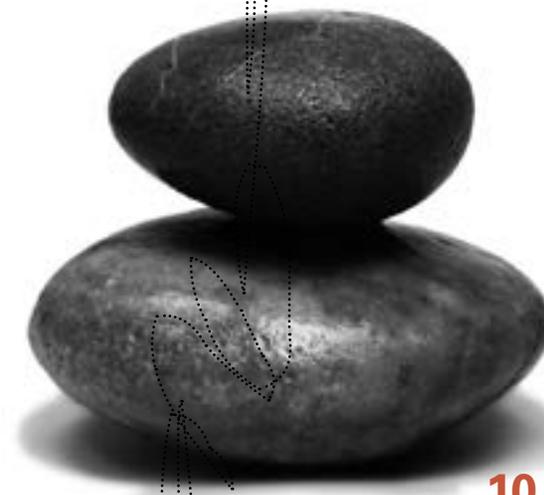


THE TINDER-BOX TEAM

Julie Williams, Partner

Julie is an experienced change leader and coach with over 20 years working in FTSE 100 companies, including BP and Sainsbury's, in retail management, category management, marketing, project management, change management and leadership development. She specialises in optimising team and individual performance through 'business as usual' and transition situations. Recent roles include Programme Change Leader for a team of 600 delivering a European SAP implementation programme with BP and Head of Change Leadership for the transformation of a 4,000 strong IT function where she provided thought leadership to the overall transformation programme. Both roles also involved stakeholder management, communications and engagement, team and leadership coaching and development.

Julie has an honours degree in English and Linguistics, is a qualified NLP Master Practitioner, NLP coach and an ICF credentialed coach. She is qualified and experienced in the use of a variety of psychometric assessment methodologies. As a partner at Tinder-Box she is at the forefront of their pioneering Executive transition programmes. Julie believes that a sustainable high performance culture can be built by teaching people to manage their energy rather than their time and by building resilience and flexibility in the face of uncertainty and change. She delivers immediate and continuous performance improvements by addressing organisational and team health, energy and resilience.



THE TINDER-BOX TEAM

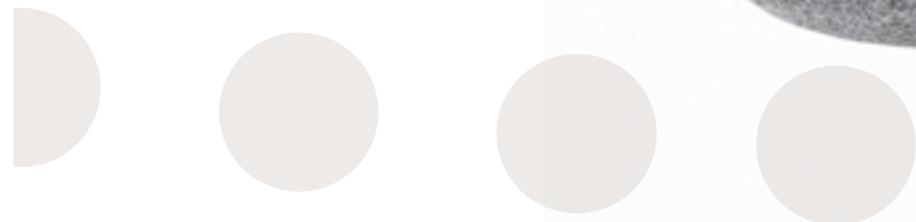
Carole Miller, Partner

Carole combines 13 years of business experience with Continuous Improvement and Systems Thinking expertise. She was one of the first people in the UK to become a qualified Process Improvement Master Black Belt and remains one of the UK's leading authorities on the skills and leadership required to implement process change.

Her career includes leading business improvement and change programmes across the UK, Europe and the US , for organisations including Kodak and Marconi. As Capability and Change Manger at BP, she was part of a leadership team which implemented process improvement skills to 2,500 peoples which resulted in a \$650m benefit to the global business. The project saw her focus particularly on coaching the team and senior executives to be leaders of change.

She holds an honours degree in Chemical Engineering, is a qualified NLP Master Practitioner, an NLP coach, a credentialed coach with the ICF (International Coach Federation) and an accredited Birkman Consultant.

Carole specialises in embedding leading edge process solutions and ensuring successful delivery through developing the ability of people and teams. Her recent engagements in this capacity include Premier Foods, PepsiCo, Ernst & Young, Bray Leino and the Jamie Oliver inspired 'Fifteen Cornwall'.



THE MANAGEMENT **CONSULTANCY** MARKETPLACE

The term management consultancy embraces a wide remit of services ranging from accountancy and financial control to management change, performance, IT and logistics. A consultancy is usually appointed to address one specific issue or project but the term covers a vast range of topics and sizes of programme from a single tax issue to global, multi million pound mergers and acquisitions.

Whatever the size or nature of the project, the term management consultancy has three common factors

- 1/** An external team working with an organisation for a set period of time before handing back to an organisation after a clearly and overtly labelled 'handover' period.
- 2/** To complete one clear objective, aim or programme.
- 3/** The skills remain with the external consultancy team through the duration of the project and are taken with them when the project is completed. Projects rarely involve members of the internal team becoming more skilled or positioned to maintain improvement.

The management consultancy market place has grown to represent three clear and distinctive areas. Consultancies largely specialise in, and so offer, just one of the following areas;

- Business Consultancy.** Addressing a specific business issue.
- Executive Coaching.** Self awareness and development towards professional gain.
- Group Performance.** Team motivation and performance.

Tinder-Box combines each of these areas in one consultancy which results in clients being able to take advantage of a broad yet specialised approach to their issue.

THE **CHANGING** NEEDS OF BUSINESS

The Management Consultancy market place may be established and successful but like any profession it maintains the need to keep in touch with, and ahead of, the environment in which its clients operate. Once an accepted and traditional model, the modern management consultancy must now meet the varying and complex needs of the modern business.

A recent economic downturn is seeing growing demands on every aspect of an organisation in the public, private and charitable sectors. Active stakeholders are demanding greater levels of transparency in governance and leadership. This is combining with economic pressure to reduce overheads, to increase levels of efficiency and yet to maintain success. These are not easy times for any organisation and a costly 'quick fix' to a short term problem is no longer acceptable.

In such a competitive and pressurised environment, proving the value of management consultancy to the organisation is paramount. The role of the consultancy is now to secure and demonstrate the long term benefit from the solutions it is able to deliver. In doing so, the consultancy must hold a breadth of experience in understanding the commercial and operational issues of the organisation in the long term. More importantly, the consultancy must be highly skilled in obtaining the maximum value and performance from existing resources in the organisation and be able to demonstrate the sustained benefit and value from its services. Achieving that in the most effective way means the ability to manage change and the ability to manage teams and leaders through that change.

A solution based solely on business process or on 'team building' is not one that is sustainable or able to deliver long term value.



TINDER-BOX SERVICES

Tinder-Box tailor-makes programmes, all are tailor made for individual clients and largely fall into one of four categories.

One to One Coaching: Targeted and comprehensive 1:1 coaching for leaders, tailored to deliver specific results for the individual and for business. A combination of sophisticated coaching techniques and business tools to assist in achieving personal and professional goals. The intervention helps leaders understand their business style, focus on their potential and enable them to make behavioural changes in line with their goals and aspirations.

Building High Performing Teams: Team and leadership development. Programmes which focus on taking a 360° look at the business with the aim to optimise the three elements that make an organisation; individuals, teams and business operation. Programmes support a team to set their direction effectively and quickly, provide hands on solutions to business challenges and gives leaders the tools to skill their own teams.

TINDER-BOX SERVICES

Leadership Programmes: Design and delivery of creative high impact leadership programmes to support leaders to unearth their own style and maximise their potential. Programmes are practical experiential and tailor-made to bring to life an organisations values and spirit.

High Impact Events and Conferences: Creative, productive sessions for large groups of people to work together to learn, share and explore. We manage the whole event from design of the content, in house design of materials to the facilitation and event management.

CLIENT CASE STUDIES

Here are just two examples of the Tinder-Box approach in practice.

For more case studies visit www.Tinder-Box.co.uk



Fifteen Cornwall

The brief:

Fifteen Cornwall is a ground-breaking restaurant concept that gives disadvantaged young people a real chance to succeed. The brainchild of Jamie Oliver, the restaurant is passionate about its people and what they can achieve with the right support. The brief was to work with the apprentices to help them develop their strengths, individually and as a team.

CLIENT CASE STUDIES

What we did:

Preparing the apprentices to make the critical transition from trainee chef to full time work, the Tinder-Box specialists delivered a programme of one to one coaching and group work. This helped them to explore and understand each apprentice's personal drivers and preferences. It also gave them an insight into their own preferences and those of their team members' and the chance to use this knowledge to build stronger relationships both in the kitchen and outside of it.

The result:

With new motivation and a greater understanding of themselves and each other, the apprentices have been taken to the next level of their personal and professional development. Tinder-Box is currently in the process of extending the programme to include the mentor chefs and front of house staff.

What the client says:

"What an amazing experience. It helped me to understand myself and my team better. I've got some great ideas for moving forward."

CLIENT CASE STUDIES



Premier Foods

The brief:

The merger of Premier Foods with RHM (Rank Hovis McDougal) created the largest food manufacturer in the UK with brands such as Hovis, Lyons and Mr Kipling Cakes.

The senior leadership team responsible for the manufacturing, storage and distribution of all cake products wanted to identify how to improve the performance of their business, given the larger scale of the new company.

What we did:

Tinder-Box developed a short and high impact programme that included individual development for each of the leadership team, team development workshops and business strategy and planning sessions – all delivered over a period of 90 days.

CLIENT CASE STUDIES

The programme included:

- Psychometric profiling for all team members using a variety of tools, including an emotional Intelligence based tool.
- Individual coaching for all team members to explore how they could take actions that would build the impact of the wider team, as well as deliver more value within their own piece of the business.
- A short and medium term strategy for the team and the business that would set the foundation for future growth.
- Developing a set of values and behaviours to be role modelled by the senior team, and then rolled out across the wider business.

The result:

The outcome was an energised and high-performing team that exceeded individual and collective goals. Many of the team practices and business processes are being hailed as best practice for the whole company.

What the client says:

"You created the right environment for this programme to happen, and the one-to-one coaching was powerful. That combined with the team sessions and the "real time" interventions mean that there has been a big impact in the team. As a team we are now aware of and sensitive to each others' needs, and individually you have helped us generate a high level of motivation"

FEATURE IDEAS

- **Every leader's nemesis: how to delegate - properly.** Case studies and lessons in how to delegate and trust other people once your business and span of control has grown too big for you to micro manage alone. How do you give people room to make their own mistakes?
- **The new world of CSR - giving Leadership Development a real edge.** We share the secrets of our pioneering 'enterprise' programme which brings together a team of commercial leaders with a social enterprise to solve real issues. This practical, hands-on programme brings a hard commercial edge to delivering genuine CSR benefits.
- **Enough theory. Making innovation real.** A cast iron case study in how to execute an innovation process that will provide you with commercial products on the shelves within 12 months. Results guaranteed.
- **Making change your friend.** Using change as an opportunity to re-motivate, re-align and get extraordinary commitment to different goals when your business has changed beyond recognition.
- **Empowering middle level management.** We show you what an effective programme for this key level really looks like, and we'll share some common mistakes – our own and others'.

CONTACTS FOR FURTHER INFORMATION

Spokespeople

The following Tinder-Box team are available for comment. Their areas of expertise are indicated below.

Jason Miller, Partner Business Strategy
Organisational Development
Executive Coaching

Julie Williams, Partner Change Management
Leadership Development
Transition Coaching

Carole Miller, Partner Continuous Improvement
Systems Thinking
Team Coaching

PRESS OFFICE **CONTACT**

For all media enquiries or for interviews with any of the Tinder-Box team please contact

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Photography of the Tinder-Box team is available for down load on the media page at www.tinder-box.co.uk

