

SOLVING YOUR COMPLEX  
BUSINESS PROBLEMS

## BEHAVIORAL DEVELOPMENT

### ALIGNING BEHAVIORS WITH STRATEGIC IMPERATIVES

A key element in all Enterprise Transformations is corporate culture, in particular, the need to align behaviors with strategic and operational imperatives. To change a company, its people must change. While this simple truth is well known, the ability to carry it out is rare and often undervalued. Gordian takes an aggressive approach here, viewing human resources, individuals and groups, as both threats and opportunities. They're threats when they resist change, thwart your efforts, and drag down improvements. And they're opportunities when they support transformation efforts, take on new roles, and embrace your vision.

Many companies fail to reach their transformation goals. While the fault in these failures may be attributed to a wide variety of causes, the methodologies used can be a primary source of problems. There are 2 key elements to a successful enterprise transformation approach:

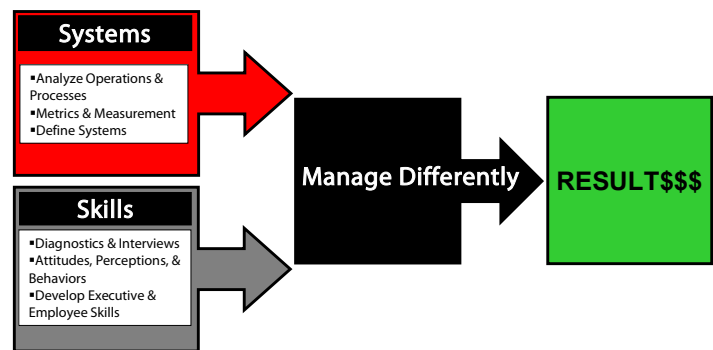
- **Systems**
- **Skills**

While most businesses focus on the first key element (management systems), they fail to channel an equal amount of energy into the behavioral change process.

Without focusing on behaviors within the organization, results are often short-lived, if ever achieved. While appearing to be straight forward, it is the single biggest reason an enterprise transformation program fails.

Senior management is not aligned in their priorities, and therefore is deprived of the capability to ensure managers and all employees have the necessary tools, training, and understanding to behaviorally embed the new processes in place. This is particularly disappointing in organizations that historically

#### A Two-Prong Approach to Behavioral Change



take the position that “our people are our greatest resource.” They have, remarkably, failed to leverage the largest asset base available to any organizational transformation effort.

Gordian helps you to understand how your managers and employees think and behave. Through a series of well developed interviews and diagnostic questionnaires, Gordian develops a picture of how your executives or employees perceive what is important to your company. We verify through direct observation, identifying individual needs to be addressed. Group and individual development plans are designed to provide your executives/employees with the skills needed to be successful in managing or using new processes or technology.

To make Transformation work, managers and employees must have the appropriate training, tools, and support to UNLEARN obsolete work methods, adapt to new views, and cherish today's business realities.

Gordian firmly believes that Behavioral Development is a challenge to be carefully and aggressively managed. ***Gordian treats Behavioral Development seriously, because it will make or break even the best-designed changes.***

www.gordiantransformationpartners.com

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STRATEGY, TRANSFORMATIONS &  
PERFORMANCE TURNAROUNDS

## ABOUT GORDIAN TRANSFORMATION PARTNERS

Gordian Transformation Partners is a boutique management consulting firm that integrates traditional management consulting disciplines with high-impact leadership practices and breakthrough thinking tools for mid-market clients. The result is a powerful consulting process that enables CXO's to solve their toughest business challenges with speed, efficiency, and economy.

Gordian is headquartered in Atlanta, GA. We draw on the knowledge and experience of its consultants, whose skills span the initial generation of ideas and insights all the way through to detailed implementation. Gordian's consultants have led transformation and turnaround initiatives for over 500 Global 1000 and mid-market companies in Australia, Belgium, Canada, Cyprus, Denmark, Finland, Hong Kong, Indonesia, Italy, Jamaica, Malaysia, Mexico, the Netherlands, New Guinea, New Zealand,

Norway, Portugal, Singapore, Spain, South Africa, Sweden, Trinidad, the United Kingdom, and the USA.

Gordian's consulting expertise addresses every area of your enterprise, from developing a transformation strategy to make your organization more customer-focused, to optimizing your supply chain investment, with the tools and expertise to help you reach your objectives.

Gordian draws on the knowledge and expertise of our consultants, whose skills span a wider range of capability than many other major consulting firms. The disciplines of Gordian's consulting specialists are underpinned by deep change management experience - managing risk, mobilizing staff and integrating initiatives to deliver sustainable change quickly.

Gordian Transformation Partners assist clients on a wide array of issues and problems, regardless of industry vertical. Gordian's

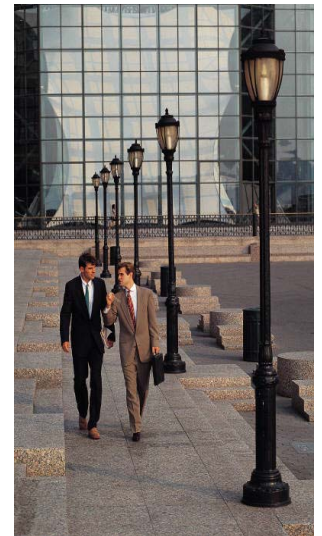
consultants' capabilities have been developed through years of experience creating solutions for the most complex problems facing companies today.

Gordian Transformation Partners is focused on what is most important to senior executives and their organization:

- Enterprise Transformation
- Customer-Driven Transformation
- Strategy
- Change Management
- Business Process Management
- Performance Turnaround
- Behavioral Development

Gordian Transformation Partners:

- *Help organizations produce extraordinary business results, while connecting and enriching the lives Gordian Transformation Partners touch.*
- *Works in a dynamic team environment, where you and your management team share substantially in the economic value that you help create.*
- *Trains and develops you and your management team, to realize your fullest potential.*
- *Transforms your organization to a collaborative, high-energy, and fulfilling work environment.*



***Jointly determine the best approach for implementing sustainable improvements.***

**Contact Gordian at:  
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