

PROJECT OVERVIEW

A European Business School



A subsidiary of General Physics (UK) Ltd
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Bath Consultancy Group worked with a European business school that needed to move from arms length manager training and development to a closer more integrated relationship with key leading companies, thus ensuring repeat business and being able to deliver more senior and more strategic development.

The problem was the existence of a very individualistic culture in the company and the old psychological contract, which was based on "We'll get bums on seats and you leave us alone. As a result they were not able to develop collective relationships with other faculty members and pass on knowledge about client needs etc. However, working with the whole faculty proved very difficult – although they acknowledged the problem they found it difficult to change their behaviour. This faculty-wide culture also acted as a dead-weight on the small number of people who wanted the change to happen.

BCG helped them set-up a Business Development Group which we isolated from the rest of the faculty for a period of months. They developed their own internal culture, which was highly collaborative and highly client-centred. This was enormously successful for the school and for the individuals. Over a period of time we were then able to mainstream this work and bring the rest of the faculty along with it resulting in improved business performance and strengthened client relationships.



Please contact us on **+44 (0)1225 520866** or email office@bathconsultancygroup.com if you would like to find out more. We would welcome a conversation with you.