

Future Shape of the Winner™

Future Shape of the Winner & Excellence Audit: Consultant Development Program

Background

Tom Peters Company published the Future Shape of the Winner™ (FSW) model in 2008 to share what we believe are the main characteristics of contemporary business excellence. The model derives from our fascination with those businesses that have consistently managed to create high value added for their customers and other stakeholders from leveraging the talents of well-paid professional workforces; the Professional Service Firms. We want this work to be of practical help to people who now feel ready to shrug off the constraints of the economic recession and pick up their personal pursuit of excellence, the ultimate business accolade!

An exciting feature of FSW is its on-line measurement tool, the Excellence Audit (ExAud), which can be used to position any client organisation on the FSW model. By identifying current status and future aspiration against a selected suite of excellence characteristics, leaders and their teams have an inclusive methodology for compiling a new business improvement agenda and engage those people whose contribution is most critical for future success.

FSW is currently only available to clients of Tom Peters Company's consulting practice. We are now opening up the opportunity for other consultants and in-house HR professionals to become accredited to use the FSW model and to commission Excellence Audit surveys in their practices and with their client companies. This paper outlines the process through which such professionals can be trained in the application of these unique tools, and become active members of the extended FSW *Community of Practice*.



Likely FSW Consultant Profile

There is clearly no “person specification” for this development program, however

FSW is designed as a tool for external consultants and internal HR professionals who share our passion for improving the value added contribution people can make to their organisations. Exploiting the FSW model depends on the user’s having an existing base of business knowledge and “street wisdom” about how businesses typically function. For these reasons, the people who will most benefit from this program are likely to have made their livings as business improvement professionals in some significant capacity for several years.

Our previous website and webinar communications about FSW have proved particularly attractive to consultants who have established Organisation Development practices. The holistic nature of the model enables them to position their particular skills and expertise in a more strategic context and to connect what they do with other consultants whose specialisms are complementary.

Consultant Development Process

People who want to add FSW and the ExAud to their client services portfolio can now sign up for a development program led by Tom Peters Company specialists. This is a structured distance-learning package that runs over a four-week period.

Participants will be introduced to the FSW model and the Excellence Audit, taken through the extensive *FSW Practitioner* support materials, and coached on how to position the approach within their wider consulting practice. The learning process is completed by each participant commissioning and undertaking an Excellence Audit survey in one of their client businesses, with full back up support provided by TPC.

On successful completion of this development program, graduates can commission Excellence Audits from TPC to use in client interventions as they judge appropriate.



Please note that TPC's charge for remotely supporting subsequent Excellence Audit surveys for up to fifty participants will be UK£1,500/US\$2,000 plus any applicable local taxes.

Stages of Development

There are five developmental stages required for FSW to become a useful addition to a consultant's portfolio.

1. Understanding the background to Future Shape of the Winner; where it came from, how it has been developed, how it helps, why it makes a contribution to business.
2. Learning what FSW and the Excellence Audit actually are in more detail; what makes the approach distinct and how it builds on or connects with other organisation development approaches
3. How FSW and ExAud fit into an overall consulting approach; in our experience each prospective consultant needs to give thought to how it can be incorporated into their own practice.
4. How to interpret the Excellence Audit; using real examples to understand the data and its interpretation.
5. Finally, the real test of the learning process is a participant being able to convince a client to undertake an Excellence Audit; setting up and interpreting this initial on-line survey would be fully supported by TPC and is considered the final step in the Development Program.

Our distance-learning program has a detailed Participant's Guide, recommended background reading, pre-work assignments for each session, four webinar tutorial sessions, and a private blogsite for participants' reflections, discussions, and questions and answers between sessions.

Following successful completion of the initial development program, graduates will be



invited to join the *FSW Extended Community* through which they can continue to learn about using FSW and can share experience and wisdom with like-minded professionals.

Cost of Development Program

This development program costs £1500 (US\$2000) plus any applicable local taxes. The fee includes TPC's charge for remotely supporting each participant's first Excellence Audit with a real client.

The charge can be divided into two installments, £500/\$700 initial registration fee and the balance of £1000/\$1300 payable when the participant's first Excellence Audit is commissioned.

Why Invest Now in FSW?

In these difficult economic times, you might be asking yourself why is it worth investing time and money in learning a new consulting model?

Here are some of the real benefits that will come from integrating FSW/ExAud into your own consulting approach:

- Its holistic nature makes this approach an extremely cost effective and efficient element of your diagnosis of a client's current situation and needs. You will therefore be in a position to add more value for less input on your part than an equivalent data based analysis would demand.
- The Excellence Audit provides data on cultural dimensions of an organisation that we know to be *really tricky* to fathom. Finance and technical people just love to have data!



- Its breadth gives specialist consultants the chance to connect their interventions with other development initiatives that are ongoing within a client's business, and with other specialist consultants' approaches.
- The Excellence Audit enables you to identify the likely *champions for* and *resisters of* change that will affect the performance improvements on which you are working with your client.
- Its future orientation provides a boost for those clients that are ambitious to look beyond the present crisis situation.

For these and many more reasons, we believe mastering the Future Shape of the Winner model and the Excellence Audit will enrich your consulting knowledge and add impact to your client projects.

Next Steps

Much more information is available on our website,
http://www.futureshapeofthewinner.com/pages/whatwedo_FSW.htm

Our next Consultant Development Programme begins in late May 2009. If you are interested in being included, please contact team@futureshapeofthewinner.com. We will be happy to discuss your interest, and to provide with any further information that you may require.

