

Overcome your corporate and people based challenges

Consultancy solutions for the decade ahead

ced Cranfield
Executive
Development



We offer a unique solution combining leadership and management development services, blended with technical expertise.

Pioneers in developing people and organisations

Leaders of major global organisations turn to Cranfield Executive Development (CED) for critical thinking, contemporary education, and business improvement. Faced with digital disruption, volatile markets, uncertain futures, complex economics and ambiguous political landscapes, now is the time to equip your management teams for the future.

Since Cranfield University's inception in 1946 we have unlocked the potential of people and organisations; working with business leaders and their management teams to overcome industry specific challenges through our research, education and specialist expertise.

We have transformed global organisations - delivering innovative solutions and setting new standards in how leaders and teams overcome complex problems.

Our specialist postgraduate University has been creating leaders in technology and management for over 70 years, giving you

access to a network of multidisciplinary thought leaders, key influencers and industry experts.

Our ethos is to transform knowledge into action. Our world-class, acclaimed faculty are armed with cutting edge industry insights, offering clients fresh perspectives, ideas and solutions to the global challenges they face.

Combining consultancy expertise with diagnostics and assessments, we can fully understand your specific context and unique challenges; involving you in every step of the solutions we co-create.

We use our **Design for Impact™** methodologies to co-develop customised solutions, specifically built to produce the impactful results your organisation requires.

Cranfield clients gain access to our international industry network; building fruitful relationships with key players. Bringing Cranfield expertise into your organisation is a powerful way to build momentum for your business transformations, and for resolving your organisational challenges.

"Our expert-driven consulting offering leverages the world-class, industry-specific research generated by Cranfield University. This contemporary expertise enables us to support organisations in identifying and tackling the emerging wicked problems they face. We are ideally positioned to build unique and sustainable solutions that address pressing organisational problems; taking a systems approach to building capability and empowering our clients."

Mark Threlfall, Director
Cranfield Executive Development



Experience the CED difference

Global forces are constantly triggering new challenges that will impact every organisation differently. Business leaders are faced with huge shifts that threaten to destabilise their business models, organisational design, leadership and management.

We believe that effective consultancy requires a totally customer-centric approach. We are a new breed of university-backed consultancy organisation, with the capability to meet the challenges presented by the uncharted territory and times in which we are all now living and working.

Access our research, people-centred approaches, tools and technical expertise to understand and overcome your most complex issues with innovative solutions that are designed for impact.

Embark on a journey
knowing you'll arrive at
your destination in the best
possible shape.

Experience:

- interactions that drive value,
- smarter questions with compelling answers,
- a lasting relationship,
- solutions designed to empower.

Data-driven solution design:

- drives our independent and impartial approach,
- identifies current activities that may not serve your goals,
- reduces your costs through pinpoint analysis of where and how to invest your budget,
- aligns to your context,
- enables measurement.

Capability:

- analytics,
- leadership facilitation,
- executive development,
- talent management,
- organisational effectiveness,
- change management,
- industry specific technical expertise.*

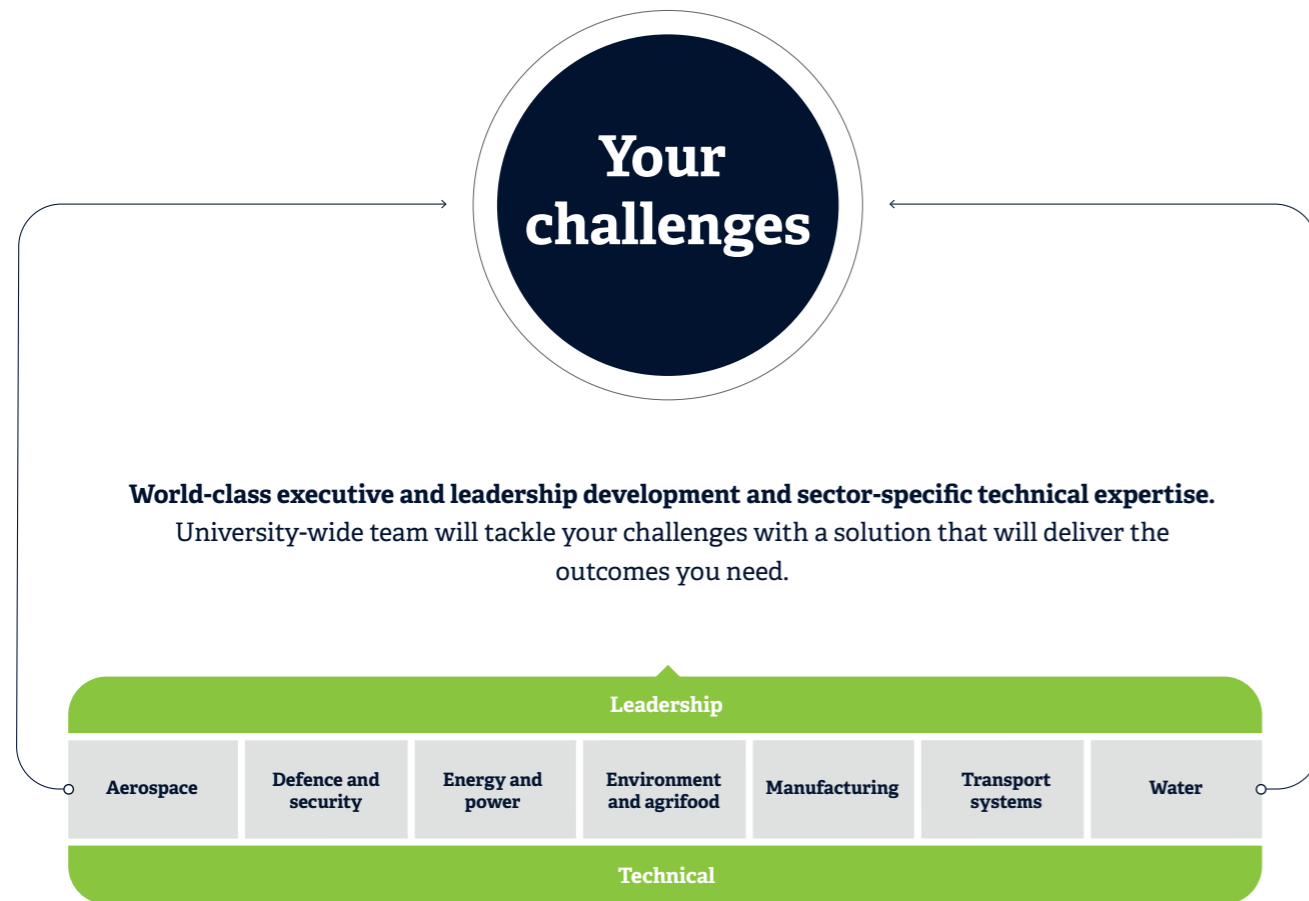
A multidisciplinary approach

We seek to interpret your current and future strategic and operational challenges and underpin them with world-class thought leadership, deep expertise and resource.

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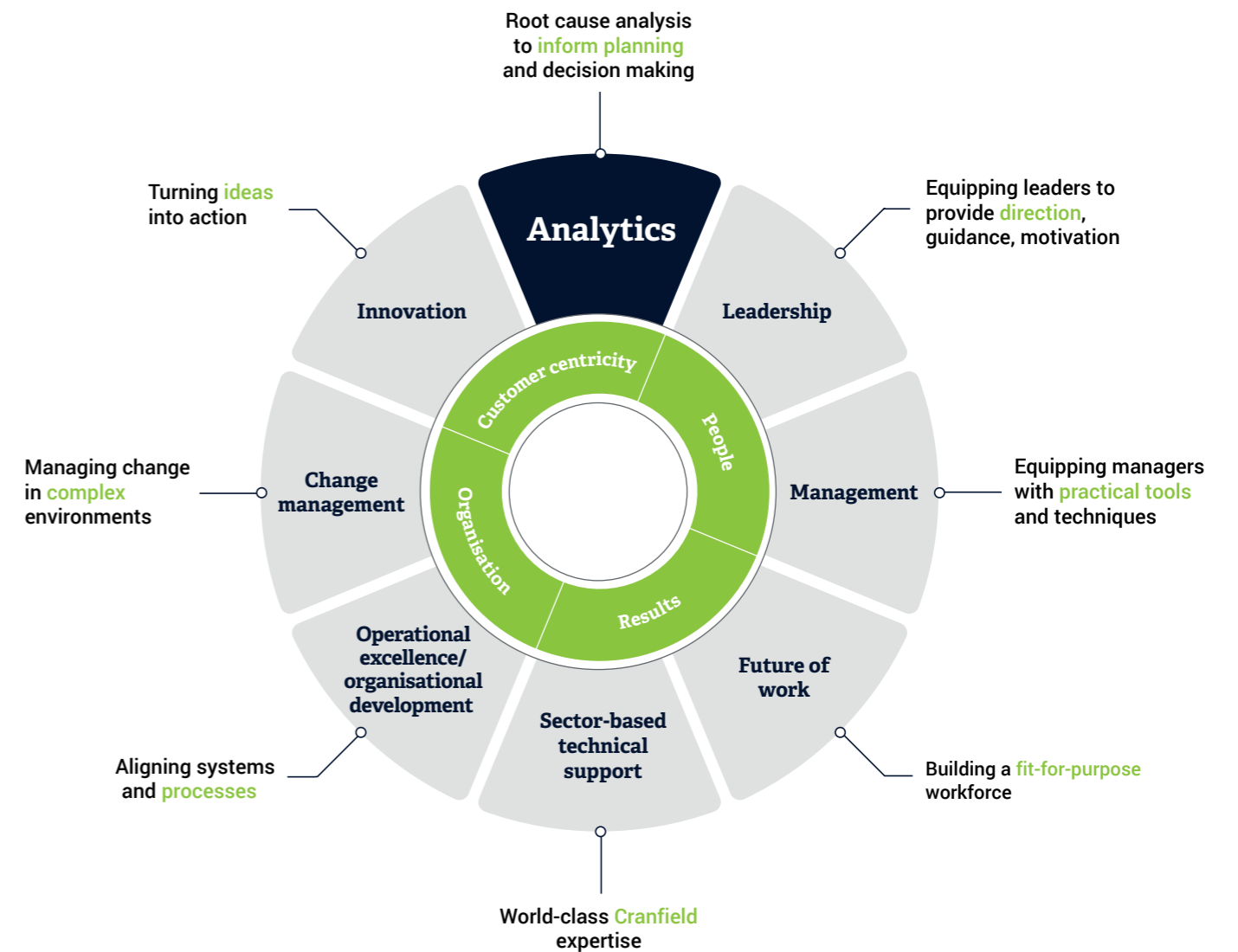
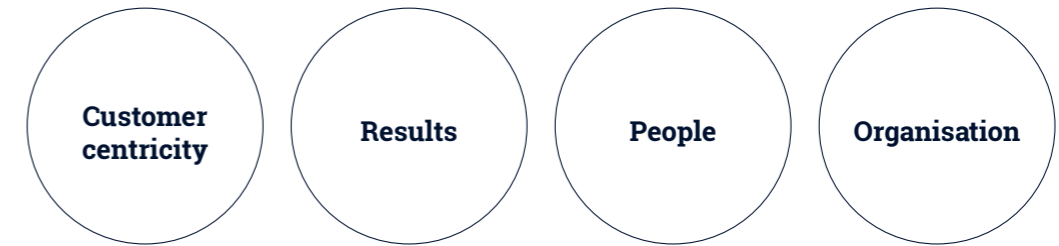
ensure your teams are bought in to your chosen course of action. Leveraging our experience of diverse leadership styles, skills and behaviours, we will give your senior managers the confidence and capability to embed the required changes within your organisation.

Our team of Cranfield consultants will bring not only their expertise into your organisation; their credibility will help



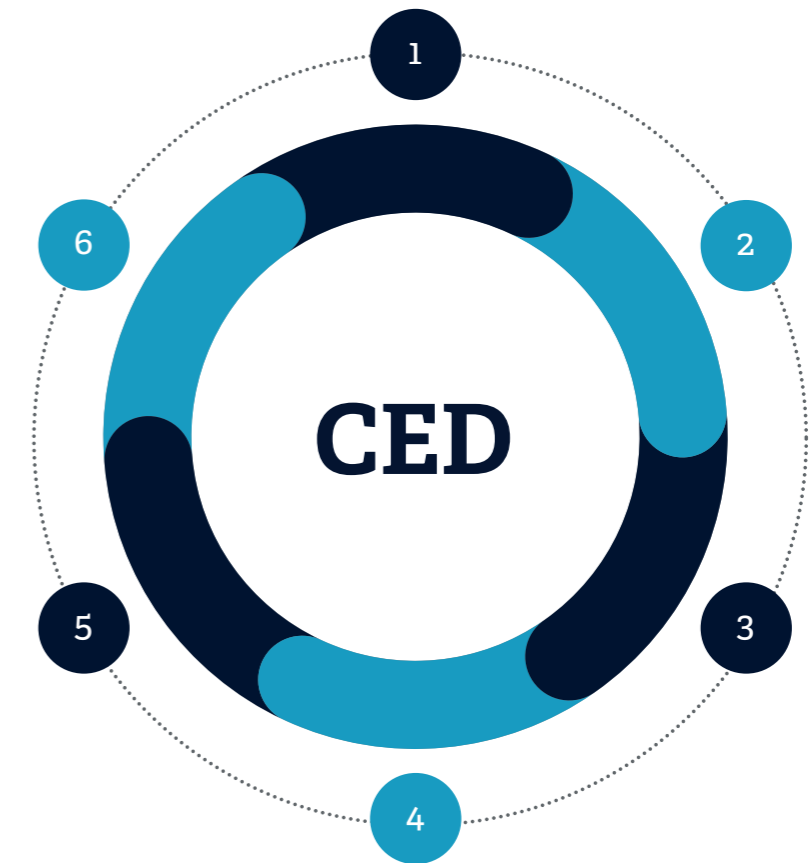
Specialist capability for the decade ahead

Cranfield looks at every consultancy intervention from a systems perspective, examining the contributory factors, connections and consequences for your organisation through four lenses:



How much did you spend trying to fix your challenges last year? We'll show you how to reduce spend, maximise impact and make progress towards your goals.

Our six principles to delivering impact



1. Trusted advisor

Establishing trust with your team is paramount. We are always transparent in our offering of valuable, independent, and objective advice.

2. Results-oriented

We take the time to understand your objectives and priorities. Your team will be exposed to the latest thinking, ideas, and concepts, as well as tools and techniques that they can apply almost immediately in the workplace to overcome their challenges.

3. Evidence-based

Our academic roots and rigorous methods establish our credibility with your stakeholders. We harness the pre-eminent research evidence and most promising industry practice to co-create innovative solutions that benefit your business.

4. Transformative

We challenge conventional thinking, creating a safe environment in which to raise uncomfortable issues, question assumptions and spark debate. Your team will be stimulated to move beyond their comfort zones, shifting their mindsets and behaviours for the longer term.

5. Problem-based

We work closely with your team to build a deep understanding of the situation. Drawing on our extensive network of academics and industry specialists, we then assemble precisely the right experts to analyse and address your specific needs.

6. Build independence of Cranfield

The best agents for change are already within your organisation. Taking a long-term perspective, we provide you and your emerging leaders with the tools and skills needed to evolve with your organisation and address future challenges with confidence.

How we work with clients

Data-driven solution design. Our four phase approach:

Discovery

Our expert team will work with you to interpret your situation and goals and determine an appropriate way forward. By selecting and deploying specific tools and instruments we will collect, analyse and interpret the data. You will then receive a presentation detailing our findings and observations. Together, we look at the findings and derive a way forward as we move into the solution design conversation.

Delivery

Our team will deliver a solution tailored to your organisational strategy and culture. A programme director and/or manager will be allocated. Together, we'll work with you to deliver the solution in a way that empowers your leaders for the future.

Design

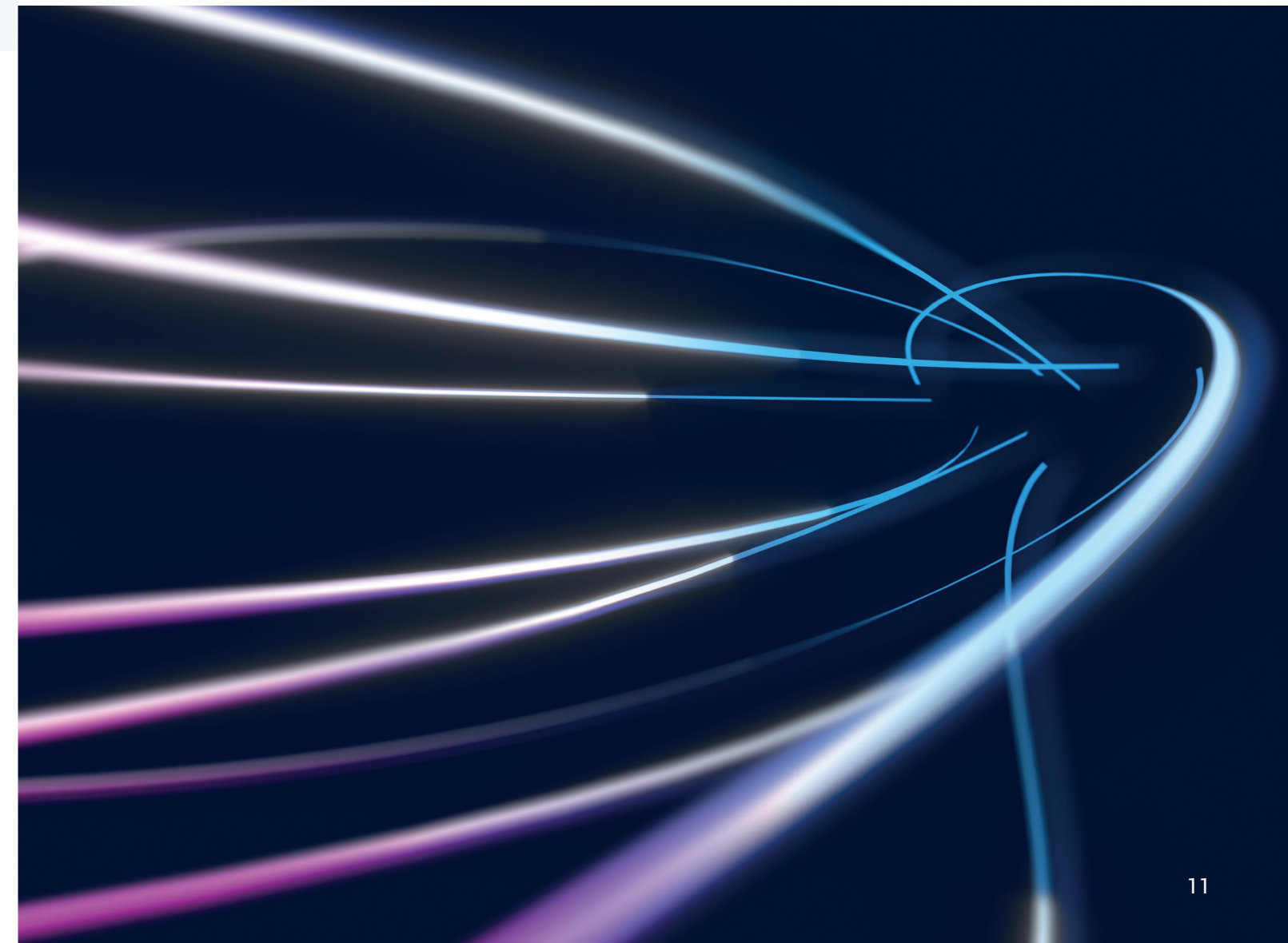
Using the data collected through the discovery phase, our team will work with you to co-create your solution. This takes in to account your unique situation, ensuring that the solution is contextualised and features appropriate learning inputs and evaluation methodology. A delivery roadmap will be created and presented to you for sign-off.

Evaluation

An evaluation methodology will be established in the design phase. Success metrics will be defined and identified for constant review throughout delivery of the solution.



Discovery			Design	Deliver	Evaluate
Initial engagement	Diagnostic tool selection and deployment	Data interpretation	Co-create your solution	Implementation of your solution	Assessment of impact
Interpret Your: <ul style="list-style-type: none"> • situation, • goals, • needs, • potential, • timeline. 	Discover Your: <ul style="list-style-type: none"> • reality, • context, • people, • culture, • organisation. 	Present Our: <ul style="list-style-type: none"> • findings, • observations, • risks, • recommendations. 	Design Contextualised: <ul style="list-style-type: none"> • learning inputs, • interventions, • evaluation-methodology, • delivery roadmap. 	Deliver For you a solution that is right for your people and organisation.	Identify With you: <ul style="list-style-type: none"> • successes, • opportunities, • strengths, • weaknesses, • next steps.
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			Create and capture benchmarks		Assessment against benchmarks



Whatever your needs, we'll design the solution.

Our business development team are waiting to talk to you.

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www.cranfield.ac.uk/customconsultancy

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