

Time for a new look at the business

The business was feeling the pinch, and CEO Jamie Marks was worried.

The economy was in chaos, the dollar was high, and customers were cutting staff, going offshore, dropping orders. Meanwhile new competitors seemed to be jumping up everywhere!

Jamie knew something had to change, but didn't know what or how.

So far the response had been to "stick to our knitting", but do it harder. This helped at first, but really only had the business treading water, and the team was running out of breath. Morale was suffering, absences creeping up, and productivity dropping after the initial boost.

Jamie needed a way to step back and look at the whole business from another angle.

Could the Team Management Profile system enable this? As a dual-purpose model it describes eight preferred management styles, but it also applies to any project or business.

As a "project management" model, the eight TMP stages start with investigation and research, then ideas and innovation. Next we engage supporters, design and develop production systems, organise resources, get the work done, check quality and fix errors, and ensure we're staying true to core values.

The TMP uses a color-coded wheel describing the eight styles. Personally, we all tend towards one style, and avoid some altogether.

While this is normal, a business must cover the whole cycle, and excellent management is essential if a team or organisation is heavily weighted in any one area. With a bunch of "producers" with heads down getting the work out, who ensures that it's the right work, being done in the most efficient way? Who's watching out for industry trends that might blow current processes out of the water? Or in an organisation full of creatives, what systems are in place to convert ideas into results?

Though it helps, it's not essential to complete a TMP profile to use this model.

One method is to focus on a particular challenge or issue, and consider what 'colour' is needed right now. If stuck for ideas, it's time to go to the green 'research and innovate' zone. We can go 'orange' to get a system designed, or 'purple' and just get the job done and finished.

With a new perspective, Jamie set out to review everything while they still had time. It was clear some proactive innovation was needed, and now.