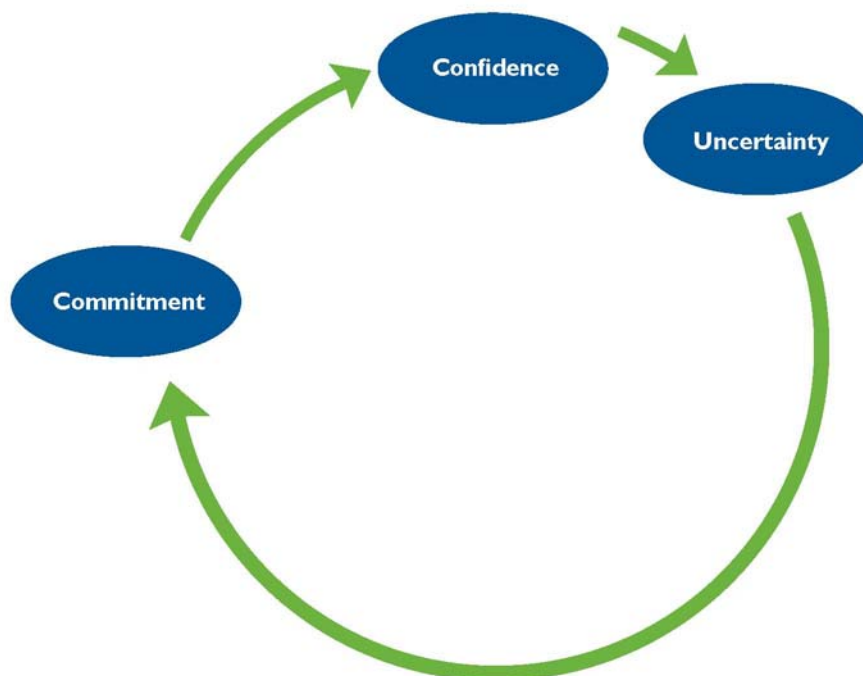


The DSA Performance Building Experience™

Explanation of our Unique Process

*Our mission is to grow our customer's confidence so they can achieve **anything!***

Unique Process Overview

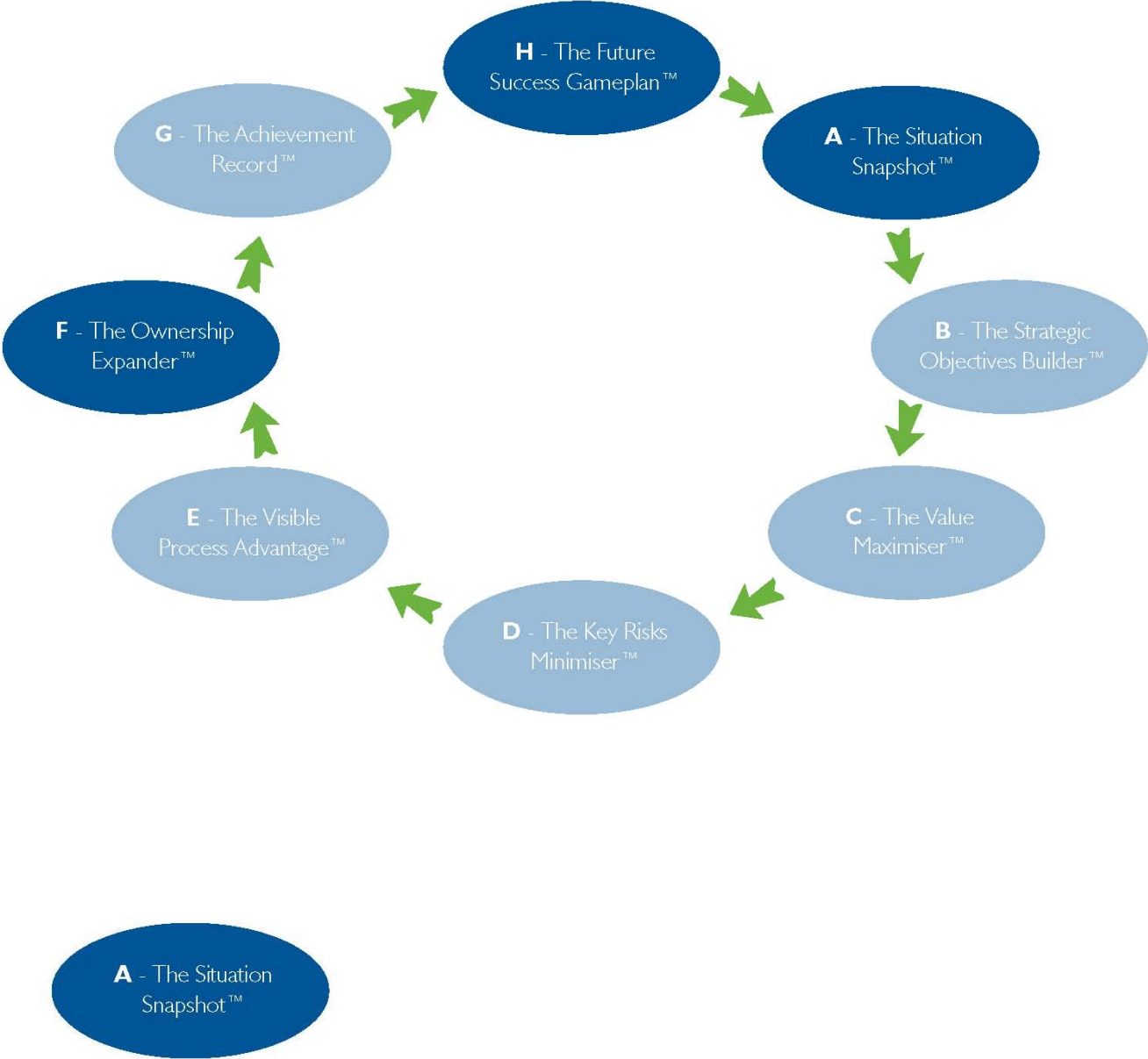


Customers call us explaining they are about to embark on or are part through a project and either want to build a team or the team they have got isn't working and are **uncertain** what to do about it. We then take them and their team through the DSA Performance Building Experience during which they develop their success plan and gain wide **commitment** for their necessary actions. The strengthened team leaves with the knowledge and **confidence** that they are moving together in the right direction with their best plan in place.

Confidence – the life blood of business.

- ? What can you do when your confidence is high?
– **Anything!**
- ? What actually gets done when your confidence is low? – **not much**

Unique Process – the eight stages in detail



Customers approach us explaining the difficulties they are having on a project or they are about to start a new project and want to form a team. The Situation Snapshot™ is an initial call where the customer details the circumstances of their business or project situation. We listen, take notes and ask questions. Quite often much of the conversation is technical such as number of piles, centres of piles, type of retaining walls, type of mechanical/ electrical equipment to be used, etc. Little of this relates to how the team could perform or is performing, though the Situation Snapshot™ is a listening conversation where the customer offloads and we listen.



B - The Strategic
Objectives Builder™

Leading on from the Situation Snapshot™ we ask the customer about the objectives in relation to their situation and our involvement. This is a probing and challenging conversation - quite often the customer does not know what they really want so we draw it out using skilled questioning. Frequently it's about people, building a team, enhancing communication and strengthening trust and confidence.



C - The Value
Maximiser™

Again this is a conversation with the customer building on their strategic objectives. Having clarified objectives, we ask 'how valuable would that be for you and your business if you were able to achieve those objectives' – and then listen to their response. Again skilful questioning helps the customer to express the value in their terms; it doesn't have to be financial value. It's very important for the customer to identify their value as this will be instrumental in enrolling their people and stakeholders into participating. Also, getting to their value is crucial because unless we can provide them at least ten times the return on our fee, it's not worth us doing the work. Failure to perceive their value will promote a cost conversation, usually - "what's your day rate?" Once the value is established we are able (using Results and Value Finder – DSA briefing tool) to forward a proposal and fee.



D - The Key Risks
Minimiser™

Quite often our customer is going out on a limb to convene this workshop and it's a considerable personal risk – an ineffective workshop can be costly, embarrassing or even career limiting. Also people are busy and under considerable pressure coping with competing demands; time away must be effective and worthwhile. Therefore the Key Risks Minimiser™ involves

calling a cross section of workshop participants or the key players to find out from them firstly what they've heard about the workshop then, what they would like to get out of it, also any concerns and questions. Crucially we get to develop thoughts on how the workshop will unfold so that we deliver to our individual customer and a cross section of the participants' expectations. The conversation with the participants is then fed into a mind map and passed issued to the customer to build confidence in the workshop purpose and preparations – the key risks are minimised for customer and DSA.



E - The Visible
Process Advantage™

Having established customer objectives and participant aspirations, we design the intervention using our workshop design tool. This is issued to our customer in PDF format providing complete transparency as to the workshop steps and conversations that we will be taking the participants through. He/she can therefore see that the workshop is completely about his/her business or the project. This stage in the DSA process is about our customer seeing in some detail how we expect the workshop to unfold. The design of the workshop is only issued to our individual customer and must not be issued to all the participants; from experience they clock watch and check to see what's coming next rather than participating with their colleagues.



F - The Ownership
Expander™

This is the actual intervention or workshop. In contacting DSA at Stage A our customer has already shown some ownership for doing something about the situation. Taking the participants through the workshop, having them identify their issues, creating a plan, agreeing on actions all develops collective ownership for what needs to happen next on the project. Quite often there is limited passion for the workshop at the start though by the end most feel a sense of ownership for what they need to do to move the project forward. Hence Stage F, the actual workshop, is called the Ownership Expander™.



G - The Achievement Record™

All of the workshop conversations are recorded on flipchart notes; often including the team's Focus Plan, Action Plan and their outputs. The flipchart notes are typed usually within 48 hours and sent back to the customer for him/her to distribute to all participants so they have a record of their achievement on the day and their plan for the future.



H - The Future Success Gameplan™

Usually about a week after the workshop the DSA Workshop Leader reflects on the session and outcomes. The reflections are then set out in mind map format and there is a reflections call with the customer. Reflections will include: the participant dynamic, the workshop flow, points of interest to the DSA Workshop Leader and overall effectiveness and impact. The DSA Workshop Leader shares reflections and listens to the customer's view. At the end of the conversation the DSA Workshop Leader makes suggestions as to how the customer can sustain momentum and progress the key issues coming out of the workshop and this forms the Future Success Gameplan™.

The process starts again.



A - The Situation Snapshot™

Following the workshop the team goes about its business. After a while it is common to slip back, revert to type. At that stage the customer rings us again and starts the process all over by explaining the current situation and asking us what should happen next. Our work with teams is analogous to buying a brand new car – the minute you take the car out of the showroom it loses 30% of value. It's the same with our workshops – we generate enthusiastic commitment within the team by getting them talking about what's important for them and

planning what they are going to do about it. The team's effectiveness diminishes over time as busyness obscures focus and pressures mount. We recommend all workshops are followed up on a 90 day basis to appreciate the progress made over the period and to re focus for the next 90 days. We find 90 days is the optimum period – this is usually a recommendation within the Future Success Gameplan™.