

beyond... the mbh newsletter

Aug 2003

Editorial

Going beyond... the new mbh way

At mbh we always strive to develop and grow in order that we can continuously improve our client services. To see the re-brand of mbh including a refresh of our website please log-on to <http://www.mbh.com.au>

But, we have not just created a new face for mbh, as part of our on-going commitment to focus on client needs, we have completed a repositioning of our service offerings around the three spheres featured in our new logo:



mbh training

mbh consulting

mbh methodology

In addition our new tag-line has been carefully selected to reflect the passionate and professional approach of all of our staff at mbh. At mbh we differentiate ourselves from the competition by going beyond the call of duty for our clients, beyond the boundaries of traditional consulting, and beyond consulting itself to provide training, facilitation, and online tools and processes.

The heart of our business, however, remains the same! We continue to offer clients a strategic approach to business management which draws together change management, investment management and project management practice to secure sustainable competitive advantage for their businesses.

New places new faces...

In the midst of this expansionary period for mbh, we have moved to larger premises in Hurstville, Sydney. The move has enabled us to house the new entrants to the mbh fold and to establish our new training and workshop facilities.

Find us @ Suite 7 Park Plaza, 25-35a Park Road, Hurstville, NSW 2200.

Next month we will profile our new recruits in change management, IT, and project support.

Change management feature #1

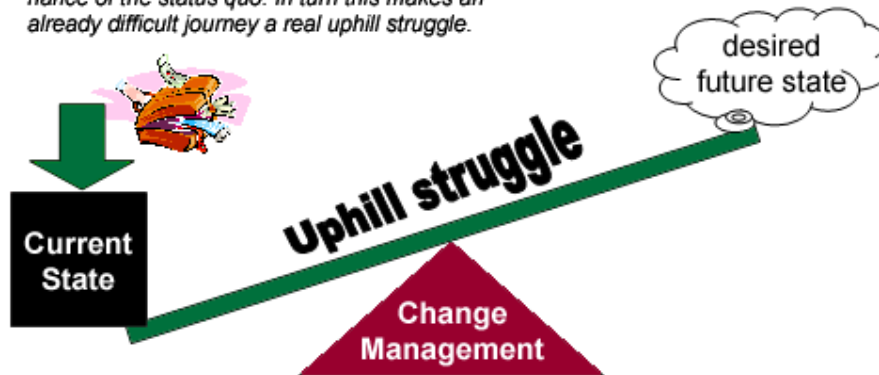
The Change See-Saw

So, you're content with your lot in life, you live in the land of plenty, your job is bringing you the rewards you are striving for.... in fact you would probably be pretty unhappy if someone took it away from you.

As human beings we naturally have at least a mild reluctance to change. In the back of our minds we are thinkinghang-on, I'm waving good-bye to a situation I am familiar and comfortable with to start a potentially painful journey...and for what...to arrive at an unknown destination that I may not even like!

If we think of organisational change the same way, it is not surprising that it is so difficult to gain others commitment and buy-in to what in reality represents great uncertainty and upheaval.

The emotional baggage we all carry to some degree firmly tips the balance of change towards maintenance of the status quo. In turn this makes an already difficult journey a real uphill struggle.



BUT its not all doom & gloom ... awareness itself is the first step to overcoming this natural human instinct to resist change, then we need something to tip the balance in favour of the desired state.

So how do we achieve this? ... first create a 'burning platform' from which our changees want to jump - highlight some of the reasons why the current state is no good for the future. Next promote a powerful and positive picture of what the brave new world will look and feel like - this will reduce uncertainty and stoke up a desire to transfer to the desired future state.



Effective change management then becomes the pivot to successfully manage and facilitate the transition. Email MBH at mbh@mbh.com.au or visit www.mbh.com.au to see how MBH could help you successfully deliver change in your organisation.

Coming up...

In the next edition of beyond... look out for:

- information on our new facilities and the new faces of MBH
- edition 4.1 of our web-based Managing by Project methodology
- information on the forthcoming relaunch of the mbh website.

Visit <http://www.mbh.com.au> to find out more including full details of all mbh products and services, and a free online demonstration of the Managing by Project methodology.