

Turnarounds, Change & Transformation

Transforming business through people





I'M HERE TO PICK YOUR
BRAINS

Aron Cody-Boutcher-Who?

seasalt
CORNWALL

NISBETS



Clarks

WETSUITOUTLET
WE ARE WATERSPORTS



OnBuy.com

IBM
think

●
FRUITFUL
Insights

intuit



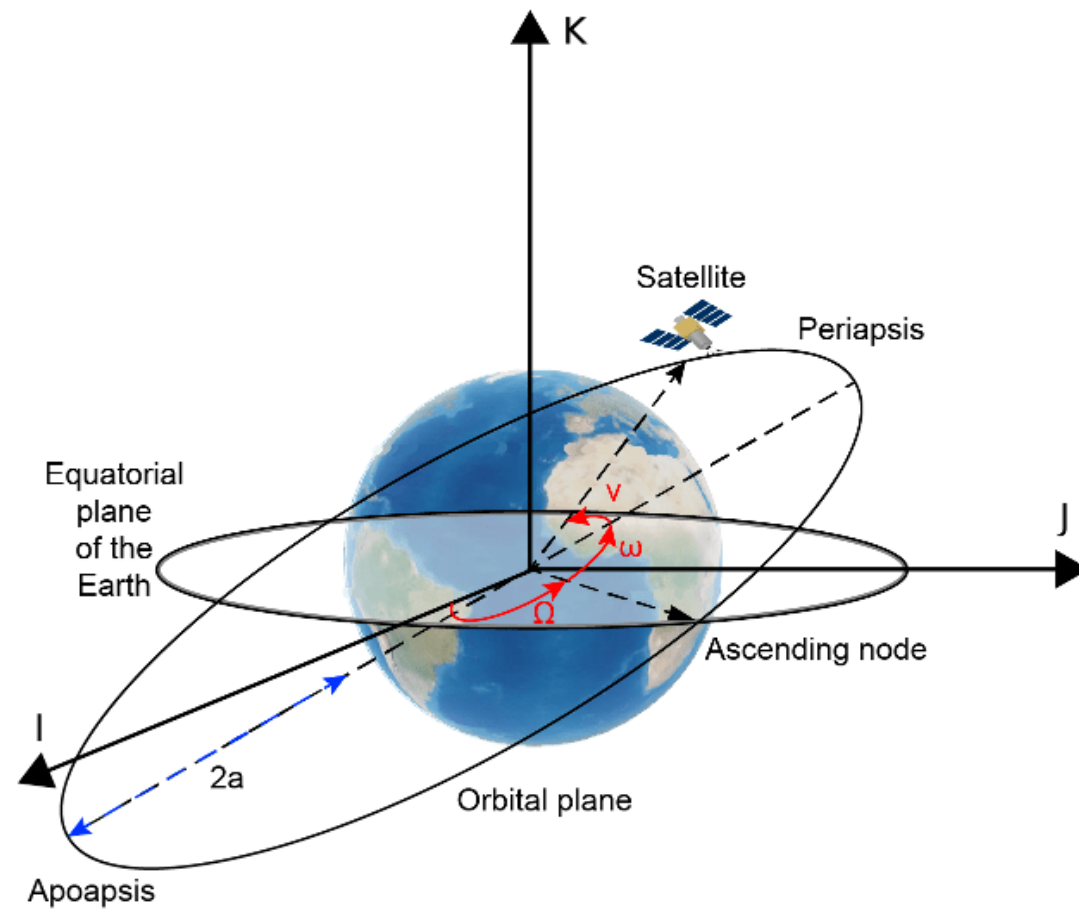
my
dog
doc

=foundit!

A stylized logo featuring a series of overlapping, curved lines that suggest a mountain range or a landscape.
EXMOOR TRIM

FALMOUTH
UNIVERSITY
FASHION & TEXTILES INSTITUTE

THE FRAMEWORK
FORGE A blue logo consisting of a stylized triangle shape formed by three parallel lines.

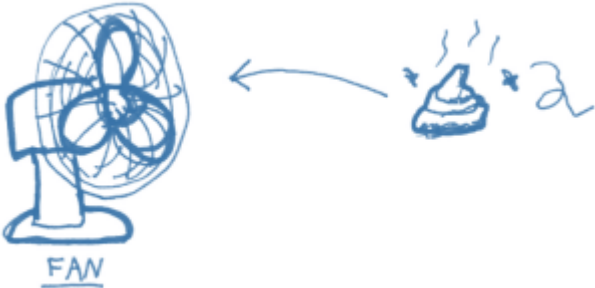




30% WHY?



THE TRANSFORMATION TRIGGERS



TRANSFORMATION

a marked change in
form, nature, or
appearance:



HOLD THAT
THOUGHT



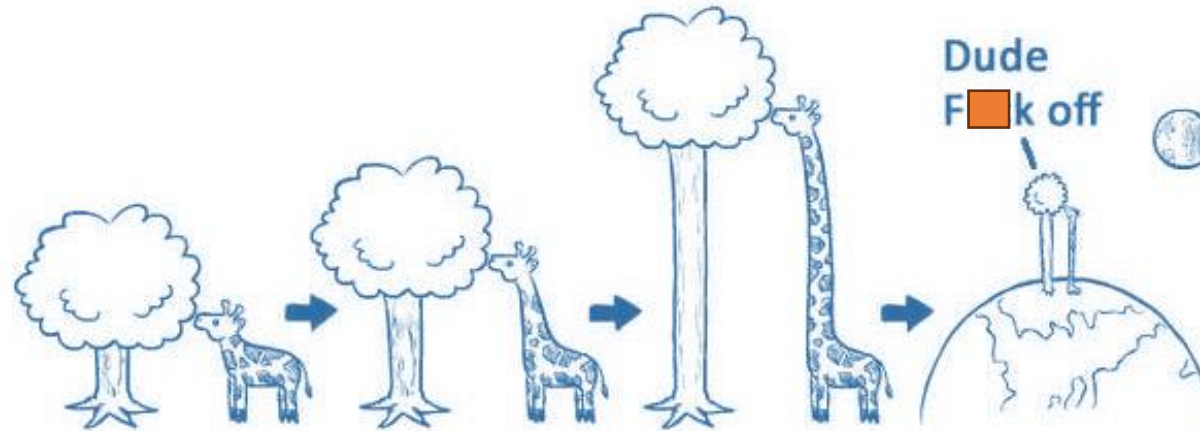


UMWELT



An expanding SPHERE of the SUM total of all an organism's knowledge of experiences and factors that impact it.

EVOLUTION



MEME BORROWED
FROM THE INTERNET
SOMEWHERE

Evolve and grow towards the attributes that you need your business to have balanced with your shareholder appetite for growth risk.
1, 2 and 3 of this are Commercial Sustainability.



MARKS & SPENCER

"We're always changing our packaging. We don't publicise the constant development. The role of product development isn't just this fantastic first-to-market-innovation, but also restless dissatisfaction."

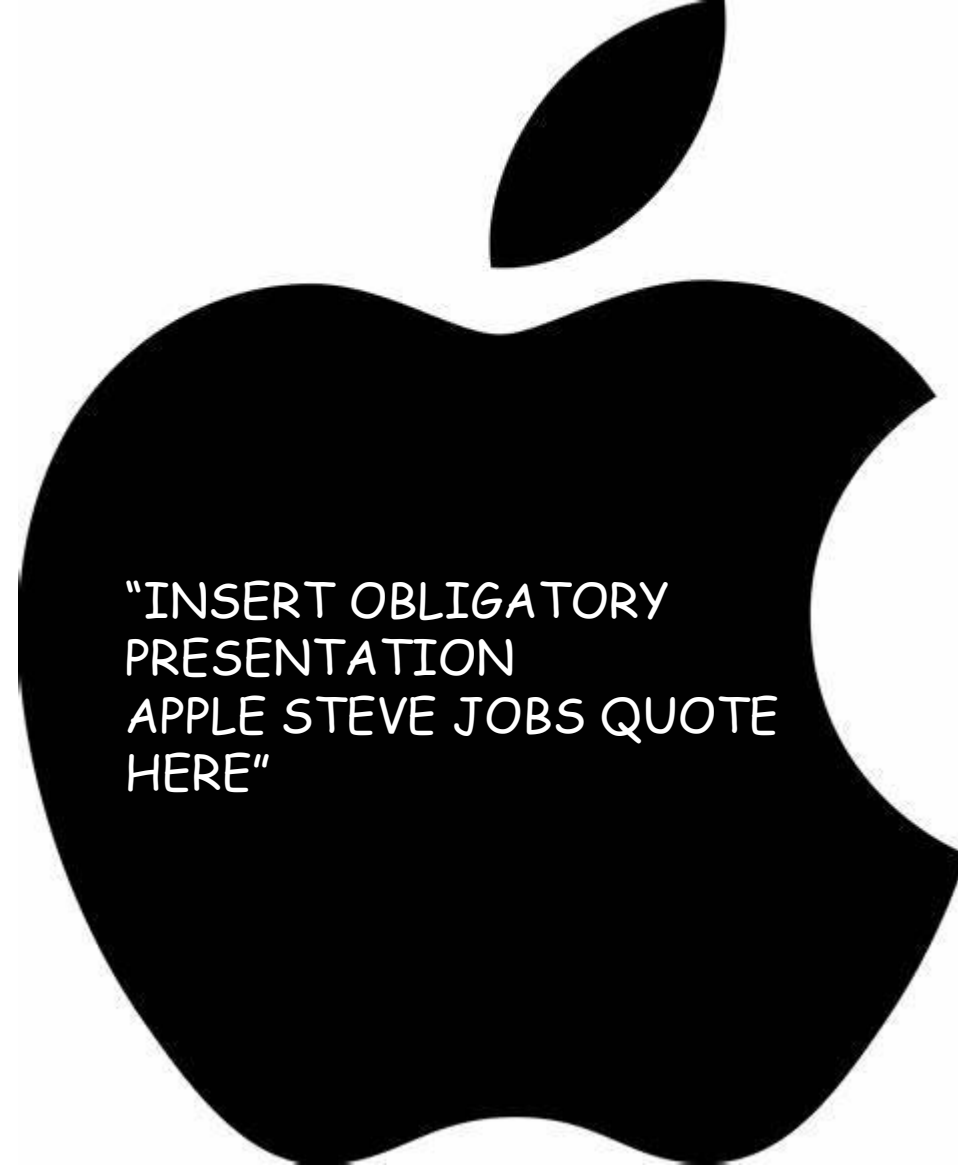
John Dixon



ZARA

Zara's design team consists of 350 people and they are charged with generating and delivering 18,000 new product designs a year i.e. 360 a week, over 70 every working day.







Steve Jobs discussing the concept of **continuous improvement** in 1990.

How **Jobs'** perspectives align with Lean principles, particularly the idea that organizations must constantly evolve.

[CLICK ME. Great Steve Jobs Video \(& Transcript\) from 1990 on Continuous Improvement – Lean Blog](#)



EVOLUTION



203V

Branch CRM Station 002 Transaction C52637 Operator LW Sale/Return 30.09.23

- 0 - Exit
- 1 - Sales & Returns
- 2 - Account Payment
- 3 - Petty Cash
- 4 - Reprint Document
- 5 - Recall Suspense
- 6 - Special Documents
- 7 - Cash Register
-
- 9 - No Sale

MOLE AVON

Last Invoice Value 1.75

Change Given 18.25

Sales & Returns

Operator 0
Password

Enter Salesperson Code / Special Functions CFS

PHILIPS





EVOLVING TO YOUR NEEDS VS DESIRES



DATA OIL

LAST MILE DELVIERY

CLOUD

AI

PLATFORM

BNPL

NEXT BEST ACTION

CUSTOMER

OMNICHANNEL

DATA OIL

MICROSERVICES

MARKETPLACE

FOLLOW NEEDS NOT TRENDS



THE LIFESTYLE BRAND & THE CFO
THE DRAGON IN THE TOILET
THE ZEALOUS MERCHANTISER WITH THE RIZZ INK



UH OH BRAINS



ORGANISATIONS

PEOPLE WITH BRAINS
OBJECTIVES
PROCESSES



BRAINS

THE LEAST CHANGEABLE ASPECT OF ANY BUSINESS

3 THINGS YOU MIGHT REMEMBER BEFORE OUR
DESIRE FOR LUNCH HITS DOWN.

EVOLUTION VS TRANSFORMATION
ORGANISATION ATTRIBUTES - SUSTAINABILITY
BRAINS





"Just
one more
thing..."



ARON CODY-BOUTCHER

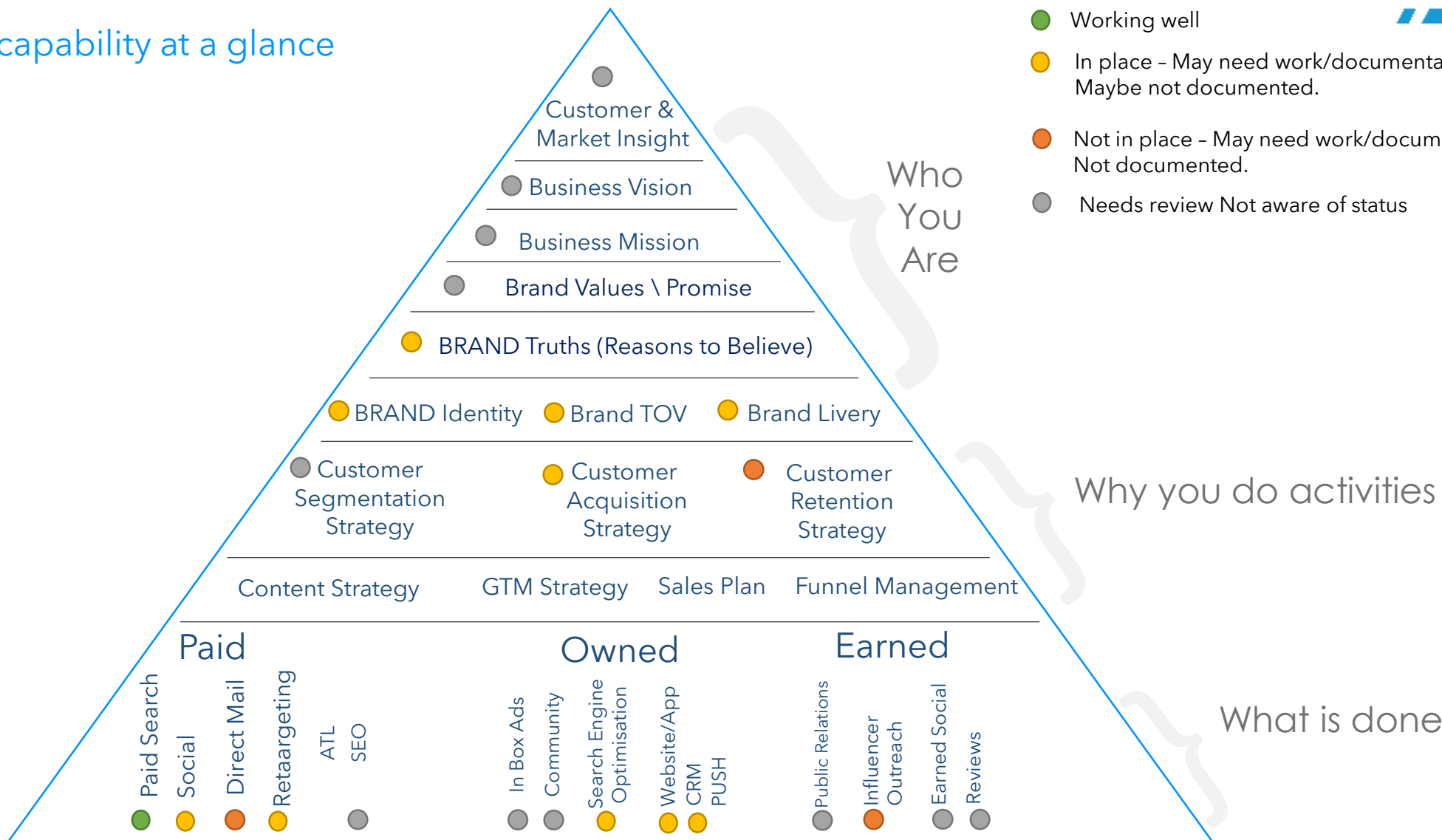


Framework Forge

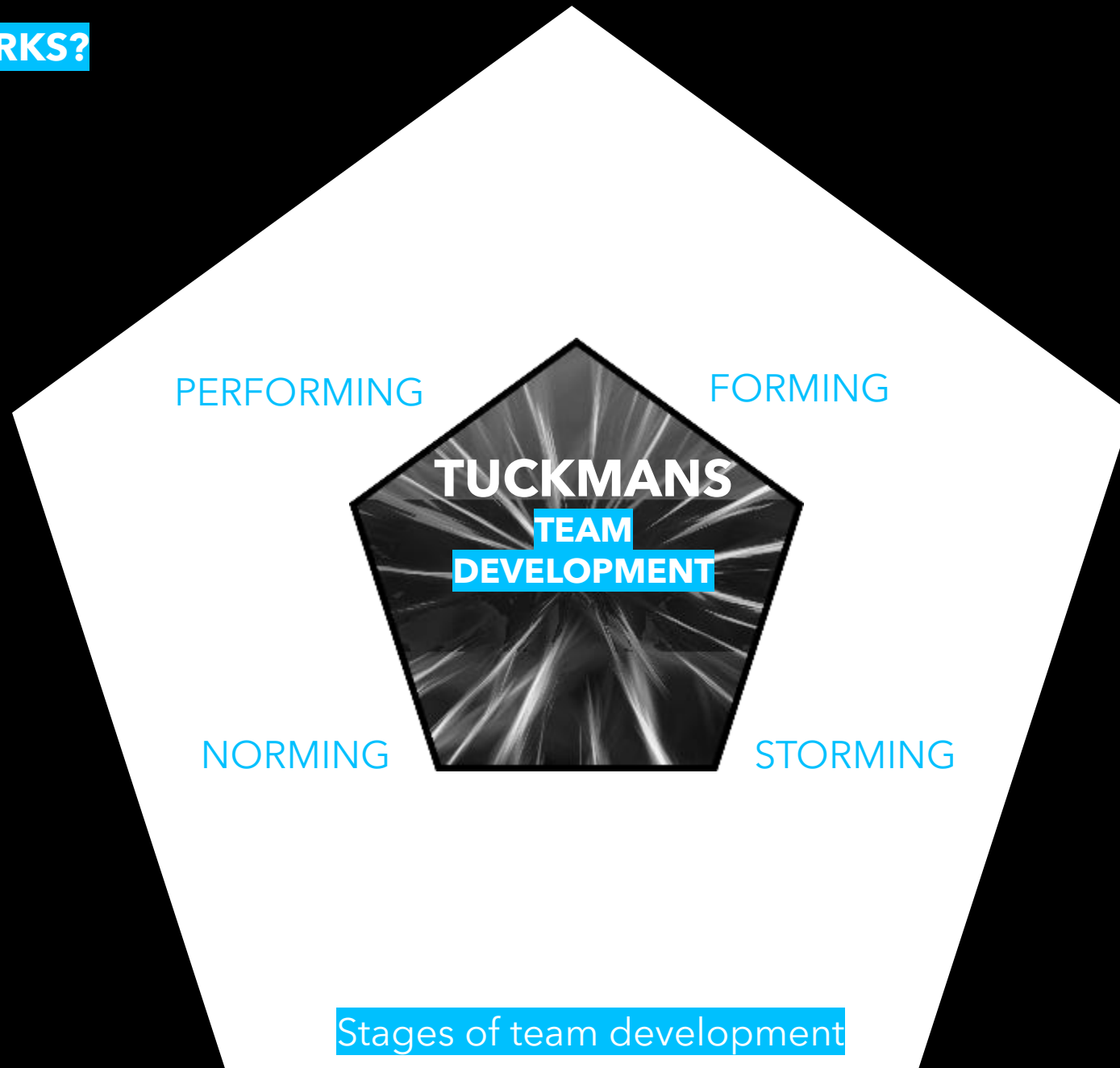
OUR STRATEGIC MARKETING FRAMEWORK



Your marketing capability at a glance



OTHER FRAMEWORKS?



OTHER FRAMEWORKS?

MARKETING PROCESS

