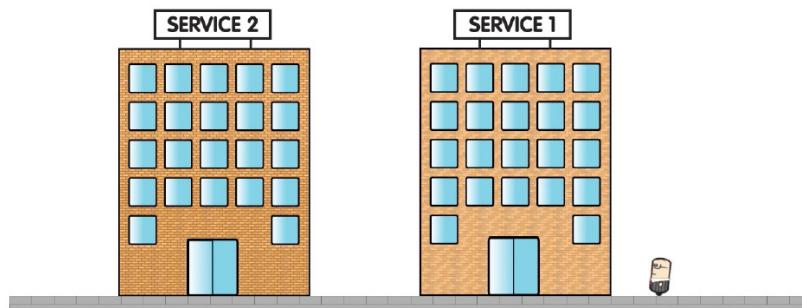


# An Introduction to the Vanguard Method

Vanguard workshop series

**PROVEN IN UK/EUROPE – NOW AVAILABLE IN AUSTRALIA & NEW ZEALAND**

**HELPING PROGRESSIVE LEADERS MAKE ORGANISATIONS THRIVE**



## AN INTRODUCTION TO THE VANGUARD METHOD

Experiencing your organisation as your customer experiences it.

Improve Service

Reduce Costs

Boost Morale

## ABOUT THE VANGUARD METHOD

Vanguard Method Australia and New Zealand work with Service Organisations to create ground-breaking and sustainable change

To differentiate your services, by definition, you need to use different methods to those being used by everyone else.

In Europe, the Vanguard Method is now being recognised as the principal method for improvement in service organisations, producing fast, effective, tangible and sustainable results and now the Vanguard Method workshops are available in Australia and New Zealand.

Applied in the UK, Canada, Germany, Sweden and South Africa, the Vanguard Method has produced remarkable improvements in a wide range of service organisations, from telecommunications, utilities and financial services organisations, to health & care, council services, emergency services and public housing providers.

Vanguard have received numerous academic awards for our contribution to management science. We are often cited in the press, and are called upon to present innovative thinking to government led think-tanks and improvement committees.

**Increase sales, reduce costs**



## THE VANGUARD METHOD FOR PRIVATE SECTOR BUSINESSES

The Vanguard Method in the private sector leads to redesigning customer shaped services, enabling better ways for attracting, acquiring, growing and retaining customers today and tomorrow. Customer-centricity is reconceived and operationalised. Continual innovation is designed in. Private sector clients have achieved amazing improvements in customer satisfaction, it's been better for the people that serve customers and shareholders have seen the benefits of improved profits.

**"While this method isn't industry standard yet, I truly believe that more and more organisations will go that way. I don't think there is anything out there that is comparable and can solve the problems that all organisations have nowadays. This method is about really being truly customer focused, not just saying you are."**

KATHARINA HAASE, CHIEF OPERATING OFFICER, BARCLAYCARD

**"Our NPS increased to over 90%, we reduced operating costs by 30%, and saved over £100 million. We also increased sales by 20%."**

SENIOR EXECUTIVE, FINANCIAL SERVICES CLIENT

### DON'T TAKE OUR WORD FOR IT.

On our website, European managers who have faced the same challenges you are facing describe in their own words the substantial, rapid and innovative change they have achieved. Hear what they have to say [www.whatisthevanguardmethod.net/workshops](http://www.whatisthevanguardmethod.net/workshops)



### AUSTRALIA

The Vanguard Method Pty Limited

Level 26, 101 Collins Street, Melbourne, Victoria, 3000

Phone: 0450 299 250

## INTRODUCTORY WORKSHOP

Discover the power of the Vanguard Method and explore how it could work for your organisation.

### » Audience

Managers who want to learn more about a unique method for transforming their organisation to be truly customer-centric, that delivers outstanding service whilst reducing cost and improving morale.

### » Outcome

In this unique workshop, you will find out how large organisations (Aviva, Lloyds, Standard Bank Group, Topdanmark), and small ones (Fareham Council, Fiscal Engineers) have redesigned their services from the customers' perspective and achieved profound consequences for customer service, efficiency, revenue, and morale.

### » Overview

This 'taster' workshop is designed as a great place to start if you're curious about the Vanguard Method. Through case studies and discussion you'll explore the frameworks and principles for developing a systems-based approach to the design and management of work.

## FRESH THINKING – UNDERSTAND THE CAUSES OF FAILURE DEMAND AND HOW TO DESIGN IT OUT

The Vanguard Method challenges current assumptions about the way to design and manage work in service organisations. This workshop will help you to understand:

- Why traditional work design and management approaches prevent optimal performance.
- Why conventional measures create the illusion of control, and how to design in leading measures that become predictors of performance.
- Learn how to build a common and shared understanding of how, how well, and why your organisation works as it does from a customers' point of view.
- Why conventional approaches to change don't address the fundamental issues, take too long, and often involves expensive investment in IT.

## PRACTICAL APPLICATION

During the workshop you'll have the opportunity to study the Vanguard Method principles as they might apply to your organisation and receive information about how to start implementation.

### NEW ZEALAND

Vanguard New Zealand Limited

37 Coolidge Street, Brooklyn, Wellington, 6021

Phone: 04 595 1376

Increase sales, reduce costs

