



The Next Ten Years

Customer Centric Change, Innovation and Service
Alignment using Outside-In Thinking & Methods



By finding new ways to build a customer strategy and uncover outcomes that customers' themselves are often not even aware are possible, combined with a structured and rapid execution strategy to align your organisation and core activities is the key to business differentiation in the 21st century. It is called "Outside-In" business change and is now used by many of the most successful companies in the world to drive double-digit growth in their business.

What we do

Simply - we help business leaders to dramatically improve revenue, cost and customer service in a fraction of the time traditional approaches take. Our change KPI's typically show between 30% to 60% improvement delivered in days where previous generation approaches took weeks or months.

We utilise the latest enterprise and customer centric change approaches thinking and methods to deliver in line with the appetite of the organisation. Our change model is based on moving from delivering "capability to value" in other words empowering the customers' appointed change agents with the thinking, tools and techniques that can then be immediately utilised in the organisation. We help our customers' every step of the way to identify customer outcome and change opportunities, which are then implemented in a structured and risk mitigated fashion.

Sharing the Knowledge

Our professional training and certification program covers the Outside-In approach implemented with practical Customer Experience Innovation Method and is recommended for both staff and leaders. Training is also open to individuals who want to understand the applicability of Outside-In approach and to acquire the knowledge, mind-set and skills required to succeed in delivering Successful Customer Outcomes.

Additionally, we train in process modelling (BPMN 2.0) and other topics around our core competence.

We also offer guidelines and other material packaged into a web-based tool called Outside-In Dashboard (OIDash) to help guide you through the process improvement projects.

Who we are

The NextTen is a multi-national consulting and training entity operating in Europe, Africa and Asia founded on a passionate belief that a customer centric Outside-In approach is the most effective and efficient way to deliver lasting improvements.

Our consultants and coaches have an extensive professional background from various industries including IT, financial services, logistics, hospitality, manufacturing, software, business intelligence, retail and telco. Change experience from Lean, Six Sigma, Business and Enterprise Architecture has enabled us to develop new approach combining customer centricity with a pragmatic and business oriented view. All information in our training and consulting methods are vigorously tested in practise with great results.

NextTen

Does your business need to adopt a customer centric strategy to support effective change?

At NextTen, we specialise in helping business leaders to deliver substantial improvements to your top-line revenues, costs and service base, through the alignment of business activities or processes to a “market changing” customer strategy. If you are looking for answers for following questions, The NextTen can help you:

- Would you like to better understand how a Customer Centric Strategy could be practically implemented to improve the performance of virtually every aspect of your organisation?
- Are you finding that “Voice of Customer” or traditional qualification approaches to uncovering customer needs and wants leave something missing? Customers will normally communicate with you in the context of what they think you do and extrapolate from previous experience. Different approaches are needed to understand a wants/needs framework that the customer may never articulate and often not even understand.
- Have you reduced your costs, taken the “low hanging fruit” in terms of business enhancement, optimised many times over, but still not enjoying the success you enjoyed pre-recession? Are you looking for other approaches, where you can impact revenue, cost and service simultaneously?
- Are you finding it difficult to differentiate yourself from your competition in the eyes of the customer? Are you effectively aligning your activities and processes to your customer outcomes without expending unnecessary cost?

If the solution were so easy, then you would have probably made the changes already!

Our business world is going through some fundamental changes, which will impact how we are going to address business challenges over the next ten years. The pace of change is faster, the customer has become significantly more demanding and educated as to their choices - yet - at the same time our enterprise

« Business must be run at a profit or else it will die. But when anyone tries to run a business solely for profit... then the business must die as well, for it no longer has a reason for existence. »

- Henry Ford

structure fundamentals have remained pretty much the same as they were 250 years ago. In addition traditional change approaches have not kept pace with demands of our changing companies. In the main they are too complex, require too much data and are outside the domain of the “rank and file” of the organisation. Result is resistance - the single biggest reason why 70% of change projects still underperform this year!

NextTen is dedicated to helping our customers harness new approaches to Business Process Management, change and innovation and utilise new thinking methods which are simple enough to be applied within the domain of the whole organisation yet create new insights into how we view process and the wider domain of performance change.

The key components of our delivery framework includes:

- **Alignment to a Successful Customer Outcome framework.**
- **Assistance in competitive differentiation and the strategy to deliver.**
- **Positive impact on revenue, cost and service baselines simultaneously.**
- **Delivery of 30% improvement on project KPI's within 3 months.**

NextTen

Do you want to see the future of business today?

- Find out new ways to identify cost base opportunities that traditional approaches often do not identify.
- Deliver 30% plus process efficiency improvement opportunities in a fraction of the time using a fraction of the data previous generation approaches take.
- Identify revenue opportunities that traditional process innovation approaches would never identify.
- Create innovation and competitive differentiation opportunities by creating better customer alignments.

Our Approach

Using the right blend of knowledge transfer and consulting service support NextTen will work with you to align Advanced Business Process Management into the wider domain of performance change and innovation to deliver against ambitious performance change targets.

Our objective is to knowledge transfer our thinking and techniques during a change programme so performance enhancement can be continued long after our involvement has finished. The Customer Experience Innovation method shows you ways to directly apply new techniques usable in your work place as soon as you have completed the workshops and certification. Irrespective of whether you are an individual looking to find out new approaches to process or performance improvement, or a company looking for new performance change opportunities, we can provide the appropriate blend of knowledge and change assistance to make a significant difference.

Delivering change in anything more than a gentle evolutionary approach requires strong leadership, which often challenges the traditional command and control management structure. Any form of significant change especially if imposed by necessity creates uncertainty and fear, which manifests itself as resistance throughout the organisation - sometimes for all the wrong reasons. It is no small wonder that industry bodies such as PMI quote that more than 70% of change projects underperform or fail. This figure has not significantly changed in the last 8 years.

« An organisation's ability to learn, and translate that learning into action rapidly, is the ultimate competitive advantage. »

-Jack Welch

Delivering Cultural Change

Strong leadership skills are a crucial ingredient to any programme of sustained change. Traditional people management methods are often out of date when delivering 21st century change. NextTen will work with you via training workshops and on-site support to build those leadership skills so critical to delivering Strategic Change Programmes plus key methods to make the delivery of a customer driven BPM strategy a reality.

The Leadership Workshop will unleash the leader within you with straightforward principles and techniques that you can apply easily into your life. Your employees and peers will begin to notice change in your leadership skills within weeks after you have taken these lessons in use.

This training program provides practical and easy principles to apply to everyday business life! People in different roles will see results such as:

- Project Managers will see their employees respond with new enthusiasm.
- Change Heads will see key players respond with enthusiasm and proactive vigour.
- C- Level will see organisation staff support and become practically involved with change programmes rather than resistance.

You will have more influence on other people both within the organisation, your partners and customers. You will learn simple, insightful ways to interact more positively with others, and watch your personal and organizational success go off the charts.

NextTen believes that knowledge transfer combined with the appropriate level of consulting support is the key to producing rapid performance change plus an on-going change culture that sustains. Our knowledge transfer programme is introduced below:



The **Certified Process Manager** Workshop is a 2-day intensive training course designed to equip the delegate with a framework consisting of advanced business and performance change techniques that can be used within your organisation immediately. The change framework consists of the latest proven concepts, methods and techniques, underpinned by numerous real-world examples and case studies from a variety of industries. This training also includes the Certified Process Optimiser.



The **Certified Process Innovator** Workshop is a 3-day training that builds on the foundations of process innovation, reviewed in the Certified Process Manager workshops and uncovers ways to bring innovation thinking and techniques into the domain of everybody in the organization - as the basis to delivering competitive supremacy. This workshop also looks at how innovation at a process level can be dovetailed into Business Strategy plus the company's change programmes and then alignment to supporting technology.



The **Certified Change Leader** Workshop is a 3-day training course designed to equip the delegate with leadership skills and techniques that can be used within your organisation immediately. The approaches are also designed to increase motivation in your organisation, inspire creativity, question current practices and even get changes in attitudes.



The **Certified Process Modeller** is a 2-day Workshop, which covers all parts of the BPMN specification version 2.0. It is becoming more and more important for the business world to understand what processes are and when modelled to actually read and understand them. One of the main reasons for BPMN to be developed was to enable the business world to understand diagrammatically what business processes look like and how they are developed. During the workshop, each BPMN element is explained at length using simple diagrams and descriptions.

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