

Sharing skills for success



Jane Lewis

To all friends – old and new – a warm welcome to *Contact* 2007, the latest newsletter from Woodward Lewis. I hope you will read of our new developments and directions and be inspired to get in touch. I look forward to working with you in 2007.

With every best wish for a happy and healthy New Year.



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P.S. Good luck with our book competition on page 2!

What is Woodward Lewis?

Woodward Lewis is not a traditional consultancy or training company. We pride ourselves in advising and developing people through project mentoring and in creating a 'learning by doing' environment. All of our work during the past seven years has come through recommendation and repeat business.

External communications service launched

Woodward Lewis (WL) has long been recognised for its expertise in developing internal communications strategies, but through two new associates – Michaela Miller and Charlotte Morrissey – we now also offer high level external communications services.

Both Charlotte and Michaela are qualified newspaper journalists and highly experienced managers. They cover all aspects of external communications including: media management and strategy marketing; corporate identity; publications, and web development.

Ian Lycett, Chief Executive of Gosport Borough Council described them as: "A breath of fresh air, whose 'can do' and efficient approach helped us understand the power of well-thought out communications projects within our organisation."

Their skills combined well on the Gosport project with those of WL associate Angela Sims, who provides senior management coaching and also consultancy on how office layouts can improve customer care. "We hadn't realised how much our reception layouts could be improved to benefit both our staff and our visitors." says Julie Petty of Gosport.

PIONEERING 'POSITIVE DEVIANCE' IN THE UK



Woodward Lewis became the first UK consultancy to introduce the Positive Deviance Initiative (PDI) to the UK by launching a master

class led by PDI founder Jerry Sternin of Tufts University, Boston, USA.

Twenty WL clients discovered how the PDI helps organisations and communities discover their own powerful solutions to tough problems; solutions which minimise resistance to adopting new behaviours and practices and bring about effective and lasting change.

Delegates were challenged to look at their organisations and recognise that within communities with chronic problems there are usually a few individuals who manage to remain resilient and beat the odds. These are the positive deviants who achieve more in the same context and with the same resources as everyone else.

The PDI has already resulted in:

- 65-80% reduction in childhood malnutrition in projects around the world
- 33% reduction in MRSA in US hospitals
- 60% improvement in sales performance.

It could work for you!

Woodward Lewis has a unique relationship with the Positive Deviance Initiative in Boston and is already applying its approach with clients. Potential applications could include: helping social workers complete performance information; finding ways of reducing staff turnover and encouraging tenants to keep their houses in better order. Contact Jane Lewis to see how PD could work for your organisation.



**POSITIVE
DEVIANCE**
INITIATIVE

Supporting Southwark Council

Team development

Lesley Price and Angela Sims have both run successful activities to build the teams in sports and leisure and streamline strategic services reporting demands.

"It was the most enjoyable 'team building' day I've ever had as people took to it with enthusiasm, and everything was fun. Lesley was fantastic, a joy to work with, the delivery was brilliant."

Nicola Waxler, Southwark Council

Social inclusion success

A recent Woodward-Lewis project with the London Borough of Southwark's Community Support Team, has resulted in improved communication and consultation with the borough's voluntary sector. "We so appreciated the work Jane did with us on how to plan, run and facilitate effective consultation meetings – the feedback from these meetings was extremely positive and has ensured that, in partnership with the voluntary sector, we can continue to provide appropriate services for the benefit of the communities of Southwark" say Camilla Sheldon and Bonnie Royal.

Publication offer

The middle manager in local government – change victim or change agent? by Jane Lewis is available in executive summary form for Woodward Lewis clients. The summary is part of Jane's thesis for her Consulting and Coaching for Change degree, a joint programme between Oxford University and HEC Paris and is available as a PDF or as a printed publication. For a copy please e-mail info@woodward-lewis.co.uk.

UPGRADING BUSINESS PLANNING

A pilot scheme that Woodward Lewis has run with some Southampton City Council services will be rolled out across the whole Council in 2007.

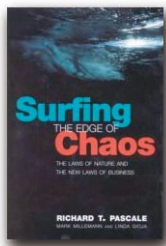
A major programme has now been launched to upgrade business planning to enable services to plan better, give themselves

more time to think, reduce fire fighting and identify opportunities for streamlining.

Chief Executive Brad Roynon, and project sponsor, Carolyn Williamson, Director of Resources, have been delighted with the response to the initial directorate conferences.

"Made a difficult topic graspable – Jane was able to enthuse us" – Kevin Brooks, Southampton City Council

WIN – A GUIDE TO LEADING IN COMPLEX SITUATIONS



Get the latest management thinking in our competition. Win "Surfing the Edge of Chaos" by Richard Pascale, one of Jane's tutors on the CCC programme. Worth £20.99, it gives valuable advice on how to deliver change in complex environments and has a chapter on positive deviance. All you have to do is to name four members of the Woodward Lewis team. Send your

answers along with your name, job title, company address and e-mail address on a postcard or on the back of a sealed envelope to Woodward Lewis. The first correct answer drawn on the closing date of Wednesday, 28 February 2007 will win the prize. Sorry, but no cash alternative is available. Hint: Our website holds the answer!

"We've worked with quite a few consultants over the years, and they've been fine, but what you've done with us has been particularly good, given us a real 'wow' factor."

Julie Petty, Gosport BC

*We like to keep our mailing lists as up to date as possible to make sure that everyone interested gets our newsletter and e-mail bulletins. If you would like to be taken off our mailing list or would like to update your details please e-mail us at: info@woodward-lewis.co.uk putting the words **contact details** in the subject area.*