

## THE POTENCY OFFER

Business Challenge	Potential solution	Potency's offer
The organisation has developed a business strategy but has no long term vision	A vision is important to shape the overall context in which strategic decisions are made and to enhance and sustain employee motivation	Potency can offer a workshop for senior executives to generate a long term strategic vision for the organisation
The organisation has developed a business strategy but has not yet identified roles and responsibilities in delivering this strategy	Clear roles and responsibilities engender a sense of ownership in strategy delivery and provide the basis for individual and team performance measurement	Potency can offer a systematic approach for teams to distil the business strategy down to team and individual objectives and to build commitment for delivery
The organisation has a clear view of team and individual deliverables, but is experiencing performance shortfalls and low team morale	Articulating team leadership responsibilities, establishing a team identity and establishing open feedback channels within the team help to build morale and a sense of common purpose	Potency can offer a suite of leadership interventions to help build leadership effectiveness, teambuilding tools to provide the right level of corporate 'glue' and self awareness tools to encourage individuals to evaluate and own their roles and responsibilities within their team
The organisation has developed and delivered a basic business strategy but is lacking a more cogent 'reason for being' for the organisation	Having a compelling 'reason for being' appeals to the emotions of employees and customers, supporting long-term relationships between the organisation and its stakeholders	Potency can offer a board-level workshop type approach to explore personal motivations with regards to the business and long term strategic aims, which in turn will help to articulate a set of organisational values/an organisational philosophy
The Top Team within the organisation is struggling to agree its team agenda and leadership role and responsibilities to enable others to perform	Top Team coherence provides a fundamental platform for organisational communication and to role model the correct leadership behaviours throughout all levels	Potency can diagnose where potential issues lie through sensitive one on one and team analysis, and support the team in workshopping a unifying aim and standards of behaviour moving forwards
The organisation is in its middle stages of development and is able to recruit and develop its people, but is suffering from a Talent shortfall to meet its longer term aims	An overarching framework to manage Talent enables the organisation to effectively deploy its human capital to meet long term requirements	Potency can provide consultancy on excellence in Talent systems and processes to improve effectiveness in recruitment, retention, development and career progression of employees
The organisation has a sophisticated systems approach to Talent but is failing to meet its attraction and retention targets	An employment brand proposition enables an organisation to communicate effectively why the organisation is an employer of choice to potential applicants and existing employees, building the organisation's ability to recruit and retain the right calibre of staff	Potency offers a unique mix of Marketing and HR expertise to provide consultancy in the areas of employment brand development and communication
The organisation is about to enter a period of turbulence, with some potential outcomes unclear	Equipping employees to anticipate change and identify for themselves how change can benefit them will enhance motivation and build long-term loyalty to the organisation	Potency can offer a suite of interventions to sensitise employees to change, allow them to explore their own personal motivations and goals to allow them to make the most of change and achieve goals which provide benefit to both themselves and the organisation
The organisation is about to embark on a major change project which will have significant impact on employees	A structured change management approach will enhance employees' readiness for change and minimise business disruption	Potency offers integrated change management support to organisations to predict and respond to risks and issues, generate commitment, grow the organisation's capability and maximise productivity during periods of change