

Value Adding



Enjoyable business partnerships

May - June 1994.

Welcome to **Value Adding** - AnD Consulting's easy to read newsletter which you will be receiving another three times this year.

Value Adding invites you to read how other learners are adding value to their customers, thoughts and accounts of the actions of Des Ryan and Kate Ramsay and anything else you tell us.

There will also be a regular column called **Did You Know?**

The focus of **Did you Know?** is innovation. This column describes the ways in which organisations are adding value to their products and services. Your contribution to this column is welcome.

In this first edition Kate tells the 'Story of AnD' and Des explores the concept of Value Adding.

The Story of AnD

Once upon a time Kate Ramsay of Kate Ramsay P/L and Des Ryan of Competitive Advantage P/L acted as leadership coaches to individuals. Their philosophies were shared, but at times, although they were coaching in the same organisations, people had to choose either Kate or Des as their coach.

Then one fine day (in November, 1993 to be precise) they decided to do some visioning. The trigger for this was an increasing sense of dis-ease for them both that all was not well in their worlds. The fun seemed to have gone and the learning had stopped. They found they needed to share a common vision to rekindle the fire.

From that visioning came the idea to create AnD Consulting, a third option.

Rather than people having to choose either Kate or Des, they could now choose to relate with Kate and Des.

And so AnD Consulting was born in January, 1994. AnD representing the value of interdependence and Des and Kate's ongoing commitment to inventing new ways of doing things.

AnD's focusing strategy is learning, the vehicle is a learning consultancy and the value added is enjoyable business partnerships.

So, what do Kate AnD Des offer?

As before, we coach individuals one-on-one. This process provides support and companionship to leaders working on their professional and personal strategy. We now call this process **Learning Partner**.

However, we have come to realise that individual support is only the first step to helping managers shift from an industrial to a learning framework and that team learning is the next step.

We now act as team coaches to senior managers in the process of formulating a strategic direction for their organisation (**Opportunity Manager**), to senior managers learning how to implement this direction (**Action Team**) and to managers from diverse places working on themselves as leaders learning how to learn (**Outside the Square**).

We are currently working with learners individually and in teams in Sydney, Melbourne, Adelaide and Perth and we have our first agreement for Bali.

The first four months for Kate and Des

in the life of AnD Consulting has been fun, challenging and not without disagreements. When we both know we are right, yet disagree (a regular occurrence!), we are committed to signalling our discomfort and negotiating a win-win outcome.

Achieving this requires us to be both clear about what we want/believe, and flexible enough to be able to move to a place of agreement. We are slowly coming to understand that this is what learning is all about.

So, learning is well and truly back for us both and we are very excited about our connection via this enjoyable business partnership!

We are looking forward to our ongoing connections with you too!

Value Adding

I am in the midst of buying an Apple Powerbook. The decision to do so was triggered by the frustration Kate and I felt on our recent trip to Bali when we would both have a creative thought at the same moment and only one of us could use Kate's Powerbook to get their thoughts down. (What's happened to old technology called paper and pen, I hear you ask!)

On our return I used my network to get the name of a good Apple dealer in Sydney and rang him. He made a sale over the phone. "Can I come and pick it up this afternoon?" I asked. "Sorry, no. We haven't any in stock and they will not be available for another two weeks."

Damn, I thought. I am happy with the product and the price. I am wanting to build a relationship with a dealer here in

Sydney and this guy seems good, but I want the Powerbook NOW! I know from reputation that Apple's R & D is superb and that I'm getting this model at a good price because of an upgrade. If only they would deliver my Powerbook now!

Let's put my experience into the concept of value adding.

Value adding means that a product/service is differentiated by the amount of value it gives to the customer or, to put it another way, the customer chooses the product/service which provides him/her with the most value. Otherwise a price 'game' is the focus of the selling effort.

To me there seems to be four ways in which a producer can add value:

1. The product/service itself.
2. The extension of the product/service.
3. The personalising of the product/service.
4. New products and services through the R&D function.

These four ways are illustrated below.

The first of these ways is catered for by Quality Assurance, the second by Service, the third by Partnership and the fourth by R & D.

If a producer stays with one way of adding value and does not move onto the next way, a product/service rapidly become a commodity and a focus on price is inevitable. Thus a producer needs to decide how to position their product/service to add value for their customers.

Getting back to my Powerbook. I am satisfied with the product and price (point 1). and the dealer and I want to build a partnership (point 3). I know Apple's R&D is excellent (point 4). But, because of poor service (point 2), the partnership that I wanted to form is in jeopardy.

It is Apple's service that is preventing them from adding value. As a result, the deal is currently a price 'game'.

Did you Know?

Learners AnD Toast is a monthly breakfast hosted by Kate and Des. The goal of Learners AnD Toast is for breakfasters to hear about the services of AnD Consulting while experiencing a learning environment and networking with fellow learners. Monthly breakfasts are planned for Sydney and plans for breakfasts in Melbourne and Adelaide are in the pot.

To reserve your spot ring Kate or Des.

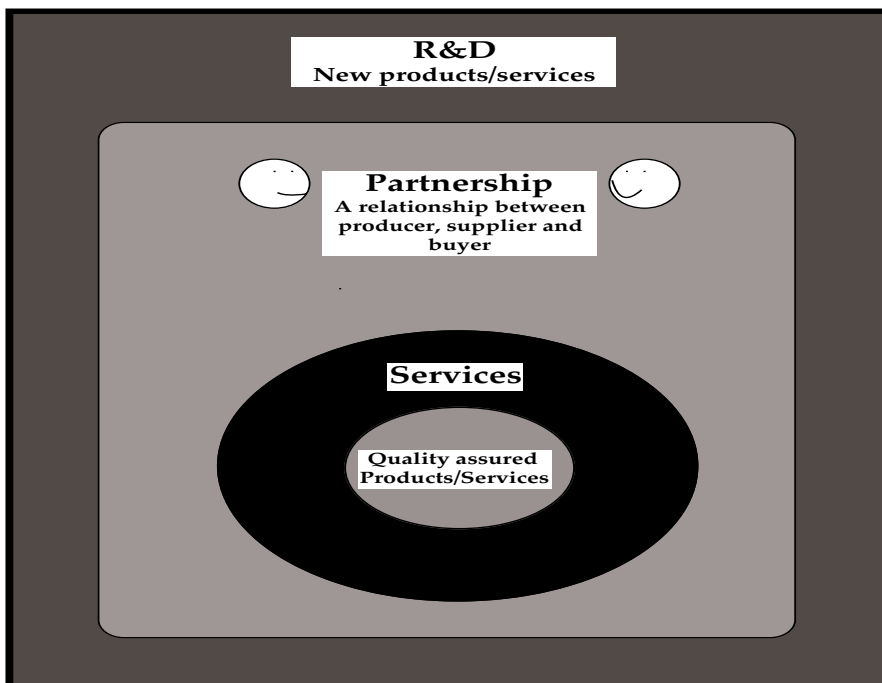
Outside the Square on Bali

This unique opportunity for learning is launched! Kate and Des have, for some time, been dreaming of creating an offshore learning concept in a beautiful environment. It has now become a reality on the Island of Bali in Indonesia.

For more information about this opportunity for you to do some tax deductible learning which will challenge the way you currently do things, call Kate or Des.

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Customer Satisfaction



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