



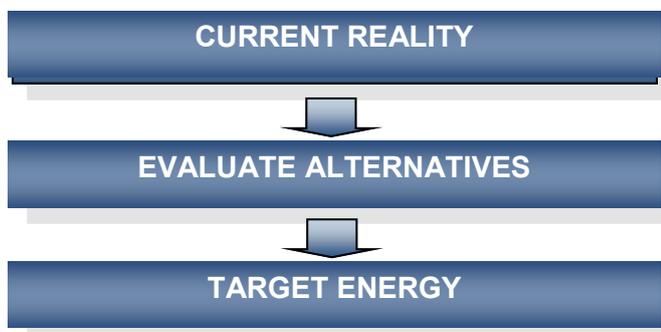
Prism™ - Expert Support For Business Leaders



The Prism™ process commences when one or more clients (business directors or managers) bring a major business challenge, crisis or opportunity to a group of highly experienced Linea directors, managers, coaches and consultants, who investigate the situation thoroughly through questions and answers and then help to formulate a sustainable plan.

The format of Prism™ can vary, but normally there are four business experts from Linea, a chairperson, and one client. The four business experts are carefully chosen – they have relevant experience and the ability to contribute ideas and intellectual capital that could potentially help the client. Their detailed profiles are sent in advance so that the client understands the calibre of the of the people that they will be meeting.

The meeting usually lasts for 3-4 hours, plus breaks, and follows a simple coaching model;



Prism™ Phase 1

In Phase 1 the client is interviewed to unearth as much relevant information as possible. The questioning can range widely, covering 'hard' (factual) and 'soft' (attitudinal and behavioural) topics. It may delve into the client's personal aspirations and circumstances as well as the business situation, if it is agreed that such matters are relevant.

The questioning continues until the subjects judged to be of potential relevance have been exhausted; this regularly takes up to 2 hours.

Prism™ Phase 2



Phase 2 begins with a feedback session. Each of the subject experts summarise the key observations and discussion points from the Phase 1 meeting. This is a valuable discussion, which clarifies understanding, informs the client on how their problem/challenge has been interpreted by others, and usually generates important insights. It tends to lead naturally into the core of Phase 2, the creation of hypotheses for a sustainable and effective way to address the client's problem or challenge.

This is a highly interactive session, during which one or more participants are often drawing ideas on a



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flipchart and everyone is building a common view of the way forward. The hypotheses are questioned as they are developed, and unanswered questions are captured for later investigation.

The outcome of Phase 2 is usually a robust outline framework that will enable the client to proceed confidently in addressing the problem or challenge.

Typically it unleashes a lot of energy and the client will feel enthused and relieved that they can see the way forward in principle.

Prism™ Phase 3



Phase 3 involves targeting the energy from Phase 2 into a series of prioritised actions which ensure that effective progress is made and rapid improvement delivered. In certain instances due to its intensity Phase 3 can be postponed until a later date, although it is important that Phase 3 follows in a timely manner to ensure momentum is maintained.

Prism™ sessions are highly successful and can lead to radical breakthroughs in the client's thinking, and the business strategy that is being followed. They can transform morale and unlock confidence and energy.

Prism™ works best in situations where the problem or challenge is relatively open, uncertain and ill-

defined. If there is an urgent task to be undertaken and / or the outcome is pretty clear then it may not be the best approach.

We take time and care to establish these issues beforehand.

Clients who go through the Prism process usually find it to be a liberating and enjoyable experience.

About Linea

Linea is a results focused organisational excellence consultancy with a track record of delivering sustained superior performance that meets and where possible exceeds client expectations.

We combine the credentials of a top tier firm with the depth of expertise and flexibility of a niche practice to support clients in addressing their most pressing organisational issues through the provision of highly professional, innovative, customer focussed solutions which deliver expected business benefits on time every time.

With an exceptional track record of delivering multi-million pound savings for prominent Public and Private Sector clients, our Organisational Excellence approach provides the skills and capability required to support clients to maximise efficiency, improve quality and reduce cost.