

Berkshire's Collaborative Approach

This permeates our relationship with our clients from first contact right through to completion and evaluation, and we seek to build internal capability as an added value. Our most successful projects and programmes are those where we work closely with our clients in determining their needs, designing the programme and delivering it together. We seek to establish an open relationship, with frequent formal and informal communication, recognising the personal investment of the Sponsors in their project's success.

We tailor our initiatives to the organisation and the individuals involved and place our client at the centre of all our activities. This has been recognised in several national awards won by Berkshire over the years. Key areas of our focus on collaboration are:

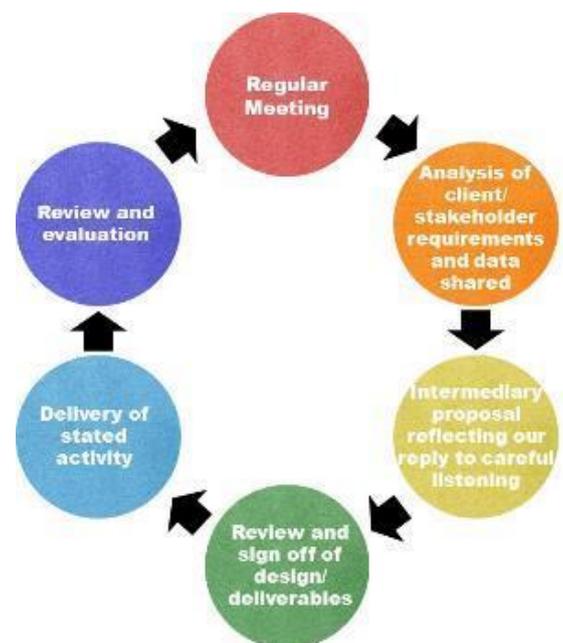
Engaging with Project Sponsors: them both to support and challenge. In our experience, it is critical to invest time at the beginning of a project to establish clear, shared expectations of the work to be carried out and to agree what success will look like. This requires confirming the 'As Is' situation, creating credibility from the outset by recognising the business context, and then meeting our commitments to deadlines and standards.

Working with the wider Stakeholder group: We have considerable experience of working with very different stakeholder perspectives and perceived requirements, and balancing these with overall project objectives.

Co-design: From the initial meeting our team is mindful of establishing effective relationships that enable us to add real value through a mix of feedback, challenge and support. We are skilled at working in partnership and value collaboration with internal stakeholders to design engagements that are innovative, high impact and credible both with those staff directly involved and with the wider organisation. Our high-level approach to co-design is outlined here and can be used regularly and at any level of granularity as required by the overall context of our engagement.

Aligning with the Client's systems: We are flexible in ensuring we integrate all aspects of our services into your existing systems, to ensure maximum buy-in from participants, a smooth transition to new ways of working, and avoid causing people extra time and effort to navigate their way around new systems unnecessarily! This includes everything from using client-specific branding, marketing material and key messaging, to developing specific material to add to their existing intranets and platforms.

Skills transfer: This is absolutely at the heart of our collaborative approach and we consider it to be a major deliverable: the benefits are numerous and invariably result in a better and more sustainable outcome for the client. At the outset of the assignment we will propose and agree all opportunities for skills transfer, define the requirements for client employee time and commitment and agree a way forward.



Our high-level approach to co-design