Magus Networker - Applications

- ❑ **Magus Networker** - is used for analysing the key drivers of behaviour, implicitly in the organisation's TPC (Technical, Political, Cultural) systems, as well as assessing where both functional and cross functional relationships are working well and where they are not. 'Working well' in this context can mean delivering value to customers through the organisation's key products and services to high standards of quality and timeliness. It can also mean where people and groups are behaving in a way that is coherent with the organisation's strategy, or that the development of emergent strategy is alive and well throughout the organisation.

- ❑ **Magus Networker** also identifies working relationships where there is the potential for a positive contribution to changed processes and practices to be made, again functionally or across functional boundaries, including with external partners. Typically, Magus Networker works with agreed, disagreed and denied links, and uses three different dimensions of the focus of working relationships – in the IS (current reality), the SHOULD BE (desired state) and the SHOULD NOT BE (desired state). Magus Networker employs intelligent cluster analysis algorithms to generate powerful insights into the nature of the organisation, and where and why performance and resilience are lacking and need developing.

- ❑ **Magus Networker** applications rarely if ever encounter resistance to change, for two key reasons. First, the design of the front end of the discovery process locates those issues which are important to people, and whose removal or amelioration will enable them to contribute more to the business and achieve higher levels of job satisfaction. Second, Magus Networker locates 'qualified volunteers' as a normal part of its output. In this context, 'qualified volunteers' means people who have the capacity and desire to contribute to changed processes and practices, and who are in working relationships or groups where there is a pre-existing consensus supporting the required change process.

- ❑ **Magus Networker** is not just a diagnostic or analytical tool, although it does both of those things. The design of the methodology around the implementation of Networker applications is specific to the initiation of directed developmental action, from within and without top management interventions.

- ❑ **Magus Networker** is configured separately for each assignment to target the business issue that is to be addressed. It is very fast, and enables large samples to be included in its scope.

Some Magus Networker Applications

- Account management

- Health and safety

- Stress at work – eliminating or reducing; not just managing or coping

- Project management – based on research drivers of success

- Tackling bureaucracy

- The 'fit-for-purpose' organisation – that has the capacity and capability to deliver strategy

- Developing market sensing / interpretation / innovation

- Developing strategic thinking – uses the management development questions model

- Harnessing organisational knowledge

- Creating an external focus

- Managing new product development – achieving shorter development cycles

- Managing employee retention – building engagement – talent management - building 'flow' – a very 'smart' staff satisfaction survey that actually drives developmental action

- Developing leadership

- Managing with limited resources

- Revitalisation projects

- Mergers, acquisitions, and Venture Capital/ Business Angel funding projects

- Customer Relationship Management projects – building customer satisfaction and loyalty – retaining / developing customers – building long-term relaitonships

- Call Centre Productivity improvements

- Relationship marketing - understanding the relationships as they currently exist as a basis for building more effective marketing programmes - for the whole business and not just the marketing department.

- Stakeholder networks - who has a stake in the success of the business - inside and outside. Where working relationships between stakeholders are adding value and where development is needed.

- Continual improvement - how to embed continual improvement as a way of life.

- ❑ Learning networks - identification of dynamic learning groups, and how to develop them where they are needed but do not currently exist.

- ❑ Service level assessment - cost of provision versus receiver value or benefits - an approach to EVA - economic value analysis. The value chain analysed in detail, as distinct from the high or block level diagrams generally drawn.

- ❑ Change - where is the organisation now? Where does it need to be? How to get there.

- ❑ Ethics and values as drivers of behaviour, especially of business decisions. Where ethics and values help drive required outputs and outcomes, and where they do not. Identification and actioning of values network issues.

- ❑ Changing organisation culture. Identification of subterranean cultures, their drivers and how to capitalise on the richness and diversity lurking under the surface