THE UNIVERSITY OF HULL

# Systems Thinking in service organisations

## Change the way you think…to transform the way your organisation works

At Hull University Business School, we've led the way in developing and promoting 'Systems Thinking' – an approach which challenges current management thinking in order to help organisations work better. We've teamed up with prominent consultants Vanguard to provide a practical and positive programme, focused on achieving significant, measurable change.

### WHAT ARE THE BENEFITS?

This four-day programme will deliver a new management approach, helping you to

- enhance efficiency, increase revenue and reduce costs for your organisation
- improve service across all areas and enhance customer satisfaction
- break out of 'the way things have always been done'
- apply what you learn to your workplace immediately

You'll be inspired by case studies and real examples and find out how to emulate the success of

- a financial service organisation which achieved a 40% improvement in efficiency
- a leading utility which went from bottom to second in the customer satisfaction league tables
- the world-renowned Toyota production method – a system designed to produce cars at the rate of demand

### WHO IS IT FOR?

The tools and skills delivered in this programme are relevant to and effective across all business sectors – from public sector to manufacturing and service industries.

The programme is aimed at senior executives, heads of service and all those responsible for leading major change in their organisations.

### HOW DOES THE PROGRAMME WORK?

Running over four months, with one full seminar day per month, you'll have the opportunity to learn new skills and approaches for understanding and transforming your organisation. This leads to enhanced service, reduction in costs and improved morale.

Between each seminar day, you will be expected to devote a number of days to action learning – putting what you have gained into practice. This will form the basis of the assessment.

### PROGRAMME DATES

- Monday 22 March
- Monday 26 April
- Thursday 20 May
- Wednesday 23 June

## WHAT WILL YOU COVER ON THE PROGRAMME?

**day one**

***an introduction to Systems Thinking***

- the present style of management: command-and-control defined
- how service differs from manufacturing
- the Vanguard model for 'check': the starting place for change based on knowledge

**day two**

***change based on knowledge***

- review of action learning assignments and measures-in-use
- critical reflection on quality of work and next steps for more thorough understanding
- purpose / measures / method: how to aid understanding and improvement

**day three**

***principles and practice for re-design***

- designing against demand
- making choices for test ('clean-room') or whole-system change
- practical issues in re-design

**day four**

***intervention theory and practice***

- intervention issues encountered during action learning (review)
- interpersonal intervention skills
- interventions in whole systems

## ABOUT SYSTEMS THINKING AND VANGUARD

Developed in association with Professor John Seddon, Visiting Professor at the business school, and Jeremy Cox, Vanguard's public sector lead, this practically-focused programme will help you achieve change through 'Systems Thinking'.

Seddon's unique contribution has been to chart the way for managers of service organisations to understand their organisations as systems and achieve swift results and significant measureable benefits.

## SUPPORT

You will have access to the University's library, tutor support and the opportunity to engage with managers and professionals from a range of organisations.

You'll be guided and supported throughout the course so you can put together a portfolio and an assessed business case project.

## CERTIFICATION

For those who wish to receive accreditation, a University Certificate of Achievement will be awarded. You can use these credits towards a full masters degree.

**COST** £1095.00 per delegate.

## CONTACT US

For further information and to book your place, please contact

Bridget Freer
b.freer@hull.ac.uk
01482 463332