

'ZETA PROCESS' - FACT SHEET

Who is it for?

The Zeta Process has many applications, for example:

- ▶ bringing together two or more significant departments or business units.
- ▶ reorganisation.
- ▶ preparing key teams for transformation and sustained future performance.
- ▶ transitioning to new ICT technology and disciplines.
- ▶ merger or acquisition.
- ▶ ...or simply articulating the *true* values and culture that drive behaviour and success.

The principles apply equally well to one-on-one strategic support for business leaders.

Context

70% of projects fail to meet expectations (McKinsey, Towers Watson, IBM, HBR et al), a statistic largely put down to the impact of human and cultural challenges. Culture and the values that underpin behaviour in organisations are often overlooked – or under-invested – when planning and executing important changes.

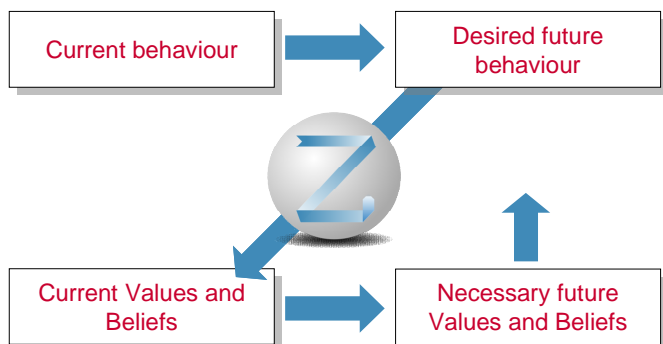
Armed with a well-articulated picture of the core values that lie behind existing behaviours and processes – and how these need to flex to meet future needs – leaders, business units and whole organisations are in a far stronger position to reinforce desired future behaviour in a way that sustains longer-term changes.

This is the aim of the Zeta Process.

Zeta Process

'Zeta' is a joint-development between Scott-McGregor in the UK and OneCG, a consultancy based in the Netherlands. Both have similar international operational coverage.

It draws from well-attested approaches used in



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marketing, psychology and sociology and is backed by robust research.

Benefits of the clearer picture offered by the Zeta Process include:

- ▶ smoother and **more productive transformation**.
- ▶ **less wasted effort, cost, distraction and risk**.
- ▶ **anticipated challenges** - address them before they become barriers to growth.
- ▶ **stronger ownership** - values behind current and future behaviour described *in the organisation's own words*.
- ▶ **sustained changes** - in behaviour and practices.
- ▶ **confidence** - partnering with consulting brands with a strong positive reputation.

In practice

The Zeta Process is quick to deliver.

In practice this means: define the scope and focus with sponsors → hold structured interviews with a cross-section of representatives → observe collective behaviour → review, survey and further analysis based on outcomes → deliver results and recommendations for next steps.

Follow-through is critical and organisations put ideas into practice in many different ways, for example: facilitated discussion and team forums to engage core constituencies and stakeholder groups; training to reinforce skills and mindsets; making it the subject of individual and collective commitments; building it into internal PR.

We support follow-through activities as required.

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Strategy into Action

