

## Happy New Year!!

Firstly, a Happy New Year to you all. As most of you will be aware, throughout the course of last year we issued newsletters on a variety of issues that we believed would be of interest and hopefully of benefit to yourselves. These newsletters covered the following areas:

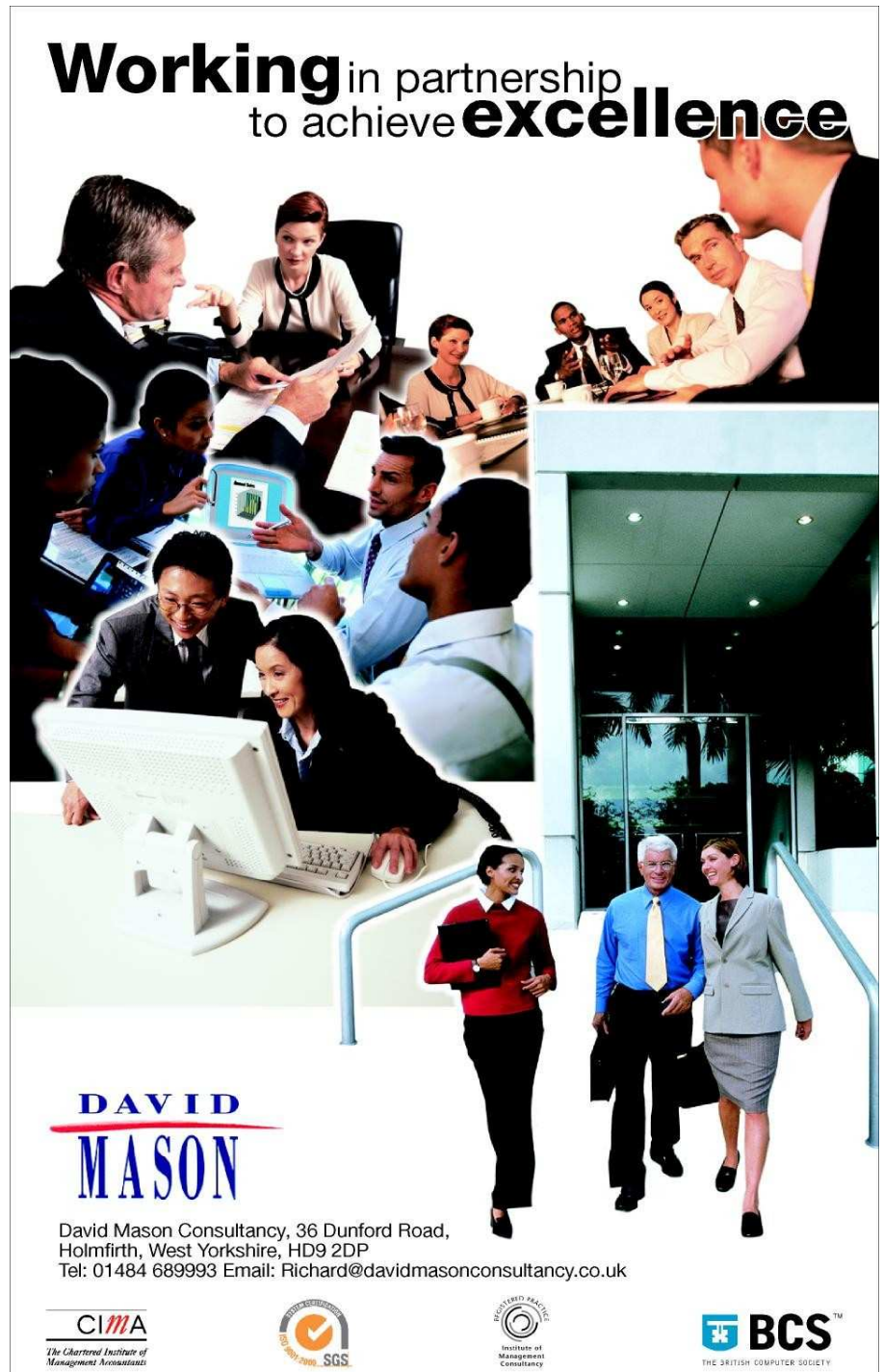
- Issue 1: The move to reduce bureaucracy within the post 16 education and training sector
- Issue 2: Business Process Re-Engineering
- Issue 3: The Corporate University

(Further copies of these newsletters are available, please see contact details over the page)

To start this years round of newsletters off we thought we would provide you with a brief introduction and overview to our organisation and information on recent projects that we have been working on.

The following text is extracted from a promotional feature in the Yorkshire Post Business section in September 2003.

Change or die. It is one of the adages perhaps most commonly used to warn companies of the rapidly evolving nature of modern economies and markets. Adapting to new circumstances is seen as one way of



**Working** in partnership  
to achieve **excellence**

**DAVID**  
**MASON**

David Mason Consultancy, 36 Dunford Road,  
Holmfirth, West Yorkshire, HD9 2DP  
Tel: 01484 689993 Email: Richard@ davidmasonconsultancy.co.uk

**CIMA**  
The Chartered Institute of  
Management Accountants

**SGS**

**REGISTERED PRACTICE**  
Institute of  
Management  
Consultancy

**BCS**  
THE BRITISH COMPUTER SOCIETY

ensuring commercial success, but it is sometimes easier said than done. Changes can quite easily be for the worse - it is David Mason's job to ensure that any changes made by or for his clients are for the better.

David has spent many years advising large companies, corporations and public bodies all over the world. As a management consultant with a major international company, he gained extensive expertise. For the last 10 years, he has put that experience to good use running his own management consultancy. From the firm's offices in Holmfirth, West Yorkshire he and his staff offer the benefit of that expertise to clients in both the public and private sectors throughout the UK. One thing is common to all of them.

"We are invariably speaking to clients who either want to or need to change in some way. Sometimes they will know, themselves, what they need to do but they want us to go along and confirm it for them; they may recognise that they need to change but they are not sure how; or they may know how to solve a problem but don't have the resources," said David. "Managing change is a complex situation. Our job is to make things happen."

The firm's problem-solving skills have been put to use on a variety of projects - notably in the field of further and higher education. David is rather coy about publicly naming clients. "Client confidentiality is key in our business and although we can be a driving force for change we have to remember that our clients are the ones who take the benefits. We are there to support them - not to replace them or detract from their success". David is currently working with a number of national bodies involved in education and research to create a framework for working in partnership, for assessing performance and value

added.

Elsewhere, David Mason Consulting has been working with an NHS consortium in the South East in an attempt to tackle a nursing problem. The firm is seeking to identify why so many trainee nurses are being lost and what can be done to prevent it.

In the private sector, the firm has completed a 15-month programme on the development of a new computer system for a financial services company. "The company had been developing the system for three years, but it had never been more than 90 per cent complete. We were called in initially to advise on whether the company should still go ahead with the system. We felt it should and we ensured that the development was completed. Now nearly 2000 people are using it and receiving the benefits" said David.

To achieve such results, David Mason Consulting has brought a mixture of skills to bear. It is a registered practice of the UK Institute of Management Consultancy and it works closely with other practices who form a network of independent consultants. The firm has a practising certificate from the Chartered Institute of Management Accountants. David, himself, is a fellow of the British Computer Society, a chartered engineer and is a member of the European Federation of National Engineering Associations giving him the title Eur Ing.

Some management consultants have been criticised in the past for "not understanding our market." David Mason's answer is to focus on what the firm knows best and to work in partnership to problem solving. Results become far more effective, he says, by making use of internal knowledge and expertise and by winning the hearts and minds of the staff involved.

"Often it is a case of helping an organisation to reach its own solutions," he said. "It may be a company that is losing money, for example. Different parts of the organisation may have different ideas about where the money is being lost. By working with them, we can help them work out exactly what is going wrong and come up with a solution."

David Mason's own business is not immune to the developing nature of commerce. The firm has just been involved in managing change within its own four walls. It recently gained accreditation to ISO 9000 following a six-month preparatory period. Richard Oddy, who works with David, led the process. Richard is a first class honours graduate in Business Management and was a winner of the Liverpool Business School prize for Most Outstanding Graduate in 2002. Richard has recently co-authored a paper on the attitudes of ISO 9000 from quality professionals for a major Quality focused business publication. Richard believes that the process has been extremely valuable for the organisation and has far outweighed the anticipated benefits even in these preliminary stages.

"It was a case of formalising the systems we had in place. We felt we had perfectly good systems already, but when we got down to the fine detail we found that there were things that we hadn't thought about formally before, like systematic customer feedback," he said. "The process of gaining ISO 9000 has improved our systems considerably for both our benefit and that of our clients".

"The only constant on the business world is change. The process we have just gone through shows that the opportunity of change for the better is apparent in all organisations. Our role is to manage this change efficiently and effectively in order to optimise the potential benefits for the client." ■

**For further information on this and other areas of our work please contact Richard Oddy on [Richard@davidmasonconsultancy.co.uk](mailto:Richard@davidmasonconsultancy.co.uk) or 01484 689993**