

Doing Things Differently

5 terms you will never hear at Grand Angle

Resistance to change

This concept is relentlessly trotted out as if it were an innate collective character trait. 'People' would be, by nature, reticent about any change; atavistically entrenched, they will be irrationally conservative.

Referring to this supposed 'resistance to change' inhibits an analysis of the deep-rooted reasons that underpin this kind of reticence. However, at Grand Angle, we take the time to decode the reality of the operating methods, and in most cases, we see that these resistant attitudes are reasoned and rational.

It is thus at this point that the real opportunities for discussion, explanation and action present themselves. And not in playing the blame game.

Benchmark

Paradoxically, companies on a constant quest to make themselves uniquely individual turn out to be conformist in the way they stimulate creativity!

"Let's see what the bests are doing": a seductive proposition, isn't it?

Perhaps, except that the outcome of benchmarking is often uniform and standard solutions... It can then act as a machine that sterilises all intelligence in the situation.

Rather than traditional benchmarking, we prefer the targeted sharing of experiences and inspirational meetings... The kind that help our clients to identify the unique traits of their own business, which they can use to drive growth!

Courage

This word is usually used in a negative sense to refer to a lack of courage shown by middle management.

Rather than engage in this process of psychoanalysis, we prefer to identify real and effective levers. How do we give management what it needs to find courage? We always prefer empowerment to courage.

Off-the-shelf Methodology

The Grand Angle approach is the opposite of rolling out a prefabricated methodology for systematic application in any circumstances. Rather like a leading fashion designer, we believe in experience and expertise... and bespoke service!

Cascading

A term that assumes a strange vision of the company, like a series of levels, down which instructions flow! More dangerously, it encourages management behaviour that is reduced to the dreaded 'FW' forwarding of messages rather than seeking discussion and productive confrontation.

At Grand Angle, we prefer appropriation to cascading!