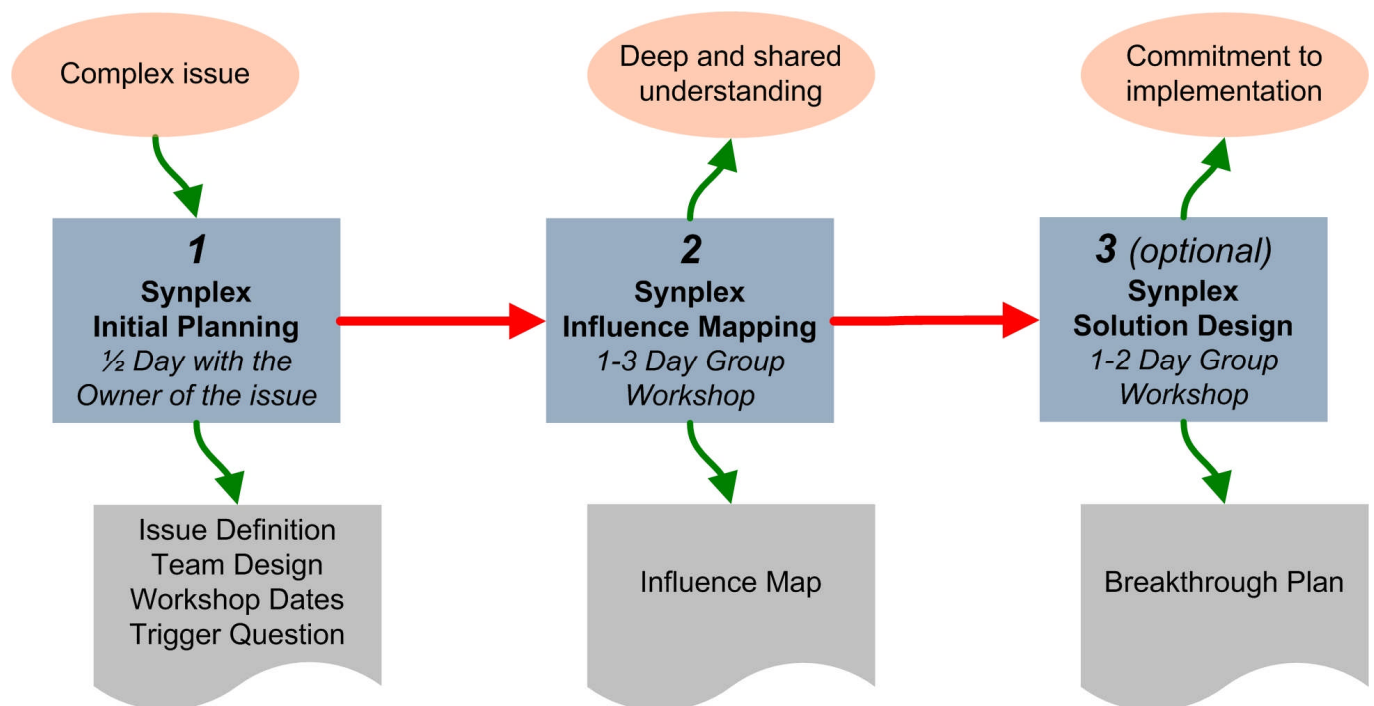


## Synplex

**Synplex** is a proven process that enables organisations to make breakthroughs in complex situations with multiple stakeholders, such as strategic development, mergers and acquisitions, and organisational transformation projects. It can be used to reduce risks at the front-end of any major project.

**Synplex** can help you to discover and apply more of the knowledge and experience already embedded within your organisation, avoiding reliance on external consultants. It does this by providing the means to change mental models and to clear the associated barriers that are preventing progress.

**Synplex** is a combination of facilitated group techniques and supporting software, and is delivered on a fixed-price basis with deliverables agreed at the planning stage. The process is modular: a group of 6 could complete the Influence Mapping in 1 day; a group of 15 should complete the whole process with a Breakthrough Plan in 4 days. Group sizes of up to 35 can be accommodated if required.



The **Synplex Influence Mapping** workshop allows a complete picture of the complex issue to be developed, utilising the diverse perspectives of the participants. A shared understanding is developed of the fundamental factors affecting performance; the participants leave the workshop “on the same page”.

The optional **Synplex Solution Design** workshop builds on this to create a realistic high-level plan to make the necessary breakthroughs in key areas. The process embeds commitment, giving high confidence that the plan will follow through into successful implementation.

Complexity Solutions has applied Synplex successfully for 17 years with leading FTSE 250 and Fortune 500 companies and US and UK government departments and agencies, including:

Organisation Name	Sector	Application type
NHS North West	Health Care	Networking across Trusts
Knowsley Council	Public	Multi-agency co-ordination
Rolls-Royce plc	Engineering	Strategic planning
Morgan Stanley	Financial Services	Strategic planning
UK Ministry of Defence	Defence	Logistics planning
US Dept. Health & Human Services	Emergency Preparedness	Bioterrorism contingency planning
Coca Cola	Food products mfr.	Business problem audit
Egg (Prudential UK)	Internet banking	Strategic business planning
Lucent Technologies	Telecoms eqpt Mfr.	Contract mediation
Merck	Pharmaceutical mfr.	Strategic business planning
Proctor & Gamble	Consumer non-durables	Organisation redesign
US Dept of Energy	Nuclear production	Federal rule-making
British Telecom	Telecoms services	Marketing planning
Detroit Diesel	Diesel engine mfr.	Reengineering procurement
University of Texas (INSTIL)	University Institute	Advisory Board strategic planning
Xerox Corporation	Electronic Imaging	Supply chain planning
Atomic Energy Canada	Nuclear Research	TQM planning

Comments on the process from clients:

Sue Assar, Project Director, **NHS North West**

*"The process works so well as it is immediately engaging and involving. Collectively we quickly gained insight into the significant issues that we needed to resolve to ensure successful implementation of a major service change"*

Charles Cuddington, Chief Commercial Officer - Large Engines, **Rolls-Royce plc**:

*"Both the duration and intensity of the process were challenging, but it was structured in a way which maintained the level of interest and commitment of the participants. It would have been difficult to achieve a successful outcome without such a highly focused and expertly facilitated process."*

Commodore Ian Tibbitt, **Royal Navy**:

*"Complexity Solutions' decision support tool allowed us to effectively turn an aspirational concept into a deliverable process and organisational construct in just a few days."*

Herb Vinnicombe, CIO, **Lucent Technologies** (Lucent CIO/ IBM Global Technologies project):

*"We have achieved more in two days with this process than our two companies have achieved in the past two years."*

Michael D. Uva, Head of European Investment Banking, **Morgan Stanley**:

*"...refreshing and thought provoking...we are in the process of following up on the plan..."*

UK **Ministry of Defence** internal assessment report:

*"The process appears to be sufficiently flexible to deal with a myriad of complex issues and problem types...It appears ideally suited to support any future ... restructuring work."*

Joe Fitzgerald, **US Dept of Energy**:

*"The whole department feels included in ways they never have before...we are not experiencing the usual pushback...we are experiencing unprecedented progress..."*

Jim Ware, VP R&D, Trus Joist (the R&D division of **Weyerhaeuser**):

*"The bigger, more complex and difficult the issue, the bigger the advantage your technique has over other approaches for dealing with it."*

For further information, contact Peter Miles on 0161 209 3800 or at [peter.miles@complexitysolutions.com](mailto:peter.miles@complexitysolutions.com)