

Synplex Application Examples May 10

Organisation, Sector	Application type	Group size	Challenge	Goal	Client quote
Civil aviation engineering, After-market business.	Growth planning	30	The growth in business volume was outstripping the capabilities and capacities of the organisation to support it	"A step-function improvement in business effectiveness, efficiency and customer perceived quality and value."	"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."
UK NHS	Service transformation implementation planning	15	Successfully implementing a transformation of maternity, children's and neonatal services across Greater Manchester (the largest hospital reorganisation in the UK)	Getting 12 Primary Care Trusts, 8 Acute and Foundation Trusts and a range of other organisations to work together in a cohesive, constructive and co-ordinated way and establishing an effective network across the existing organisation barriers	"The Complexity Solutions approach is disciplined and rigorous and genuinely does provide a means to see a clear way through even the most challengingly complex projects and programmes."
UK Ministry of Defence, Military procurement and logistics	Implementation planning	26	Turning a new business model concept into a practical organisational construct	Produce an implementation plan for the new Rotary Wing cluster organisation and develop an understanding of the issues related to the roll out of other cluster formations across the DLO	"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. We generally use Lean tools to focus on improvement of existing processes, but for deciding what the process and structure are to be when only an idea existed before we found the Complexity methodology powerful."

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Food products manufacture, wholesale and retail (North America)	Project planning	19	Integrating the operations of three separate companies in six months	Produce a project plan that would deliver the integration on time	"The session was extremely helpful to us in getting the right mind set for the execution team. As you know, most people felt at the outset that the task given us was impossible. The session clarified the goals, generated a team spirit plus a "can-do" attitude. The project was completed on schedule and was considered a great success by our management who are now planning a thank you event for the team."
US Department of Energy	Facilitating a US Government Federal Advisory Committee, Washington DC	35	Developing a new health and safety rule to protect workers exposed to Beryllium dust during the decommissioning and decontamination of nuclear weapons facilities	To design, develop consensus on a 'living' (constantly updated as new scientific data becomes available) rule and implement before a major decommissioning program began. Outcome: Rule developed and applied in record time compared to normal process in Washington (23 months vs 5-7 years)	"I am pleased with the work. It was an unprecedented program. The result is breaking many precedents both in time and in the nature of regulation. The whole department feels included in ways they never have before. We are not experiencing the usual push-back and we are experiencing unprecedented progress."

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Global consumer products	Strategic and implementation planning	50	Moving from a regional based organisational model to a global management structure	Understand the issues associated with moving to a global product structure and improving product speed to market to enable the decision on the best organisational model and the associated implementation path	"Major 'AHA' was that organization structure almost didn't matter, what matters are these fundamental leverage points which if dealt with will allow the organization to do what we want it to do as a business." <i>"Proper dialogue, not presenting opinions / positions and then arguing for / against."</i> "The process was opaque, we couldn't figure out the rules so we couldn't do our usual game playing to get the outcome we wanted."