

Principles of Professional Planguage Proliferation For advisory management consultants

1. Ask client for most critical project or organisational value improvement
- 2 Do ambiguity test on it to show need for clarification.
3. Ask client if they would prefer a quantified and richly tailored value objective. Or a misleading bullshit objective guaranteed to mislead the transformation team to failure.
4. Write down a good agreed draft at an ambition level, with about 10-20 words
5. Then mark all words which can be clarified.
6. Use this to derive a scale of measure with scale parameters. Get their team to actively help you to enrich the set of objects for each parameter. This is Participation and Tailoring.
7. Derive a wish level via. Benchmark statement. For the most critical scale parameter objects.
8. Ask them for the most powerful strategy they are considering to reach the Wish level.
9. Ask them to individually estimate the % effectiveness for the strategy to reach their Wish level by their stated deadline. Compare the individual estimates and ask why they are different.
10. Ask the individuals to imagine and extract, a small scale subset of the strategy, which could be delivered to the existing system, in a short time. Like a week or so. And which would, arguably, have a chance of producing measurable movement, in the direction of the main Value wish level.

Do all this in 1/2 day.

If they like the ideas. Offer to assist. And coach them in a project startup week with a project of their choice. And of course to follow up this and spreading the culture of a stream of early high value improvements to their products, services and organisational processes.

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Written during the concert 250519 Warsaw.
For Pawel Nowak. On request.