



# HOW DO YOU WEIGH THE COST OF TIME?

KICK-OFF & PIT-STOP WORKSHOPS  
FOR TEAMS, PROJECTS, STRATEGIC INITIATIVES

# THE DILEMMA. SPEED. QUALITY. COST.

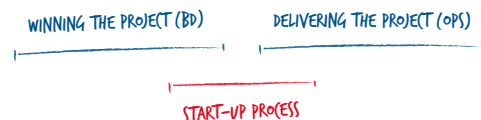
Prioritising time raises the dilemma between speed, quality and cost. Clinical research is a classic example. Getting a new drug to market can cost hundreds of millions of dollars. It can also take up to half the 20-year patent life, which can amount to a million dollars a day in lost revenue.

Outsourcing providers widely acknowledge that the start-up is one of the most difficult stages for new teams, projects and strategic initiatives. Sub-optimal performance at this crucial point causes costly recurring problems for the contractor and lost opportunity for the ultimate budget holder.

The opportunity cost in the humanitarian world is measured by dollars, and more poignantly, human suffering.

## COLLABORATIVE THINKING. COLLECTIVE ACTION.

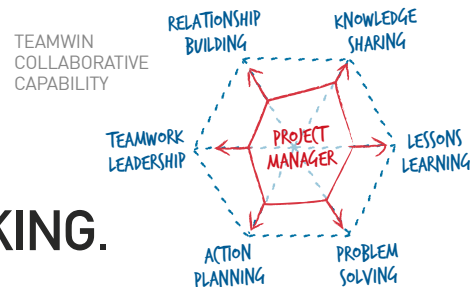
Collaboration to the project manager means a number of things. In their diverse and challenging role, they know that their success depends on how well their team works together to deliver the technical requirements in a timely and cost-effective manner.



Relationships between different external providers and internal functions developed in the early stages of a project establish the foundations, often before the delivery team is in place.

Despite the proliferation of new technologies and methodologies, our extensive experience in mobilising projects in the pharmaceutical, IT, financial services, military and aid sectors indicates that the root cause of operational risk stubbornly remains at the relational level.

Commonly the project manager is faced with a fait accompli and a new team. Pulled in all directions and knowing that he or she cannot do it alone, they must ensure that the team wins the customer's confidence quickly through consistent technical excellence, timeliness, and prudent budget control.



Independent TEAMWIN practitioners help ensure that the right people are engaged and aligned during the handover and start-up phase, and that the fine balance is struck between screen-to-screen and face-to-face collaboration.

The workshop-based TEAMWIN mobilisation methodology is designed to complement and enhance existing project management methods, and relieve some of the pressure by keeping the team focused on the priorities.

For further information please contact [workshops@beechwood.net](mailto:workshops@beechwood.net).



Benjamin Franklin could not have imagined today's 'more for less' race when in 1748 he coined the phrase 'time is money'. The cost of wasted time, when equated to intended savings and/or revenue lost, can dwarf other project costs. In fact some believe that the only remaining source of competitive advantage is speed.

# EXPERTISE. EXPERIENCE. STRATEGY. COLLABORATION.

TEAMWIN practitioners work alongside project managers and their managers to lighten the load. They complement the technical and process skills required to kick off and sustain complex projects; plan, roll out and implement new best practice across organisations; and plan, facilitate and report for highly productive and motivational workshops.

Typically our process is iterative, beginning with the bigger picture and narrowing down to the priorities and next actions. We describe the workshop as a 'guided conversation', which follows a carefully planned logic flow to ensure that all key areas are addressed, but also has the inbuilt flexibility to see through unexpected issues as they arise.

Teambuilding and leadership development are integral to our approach, primarily by encouraging teams to discover for themselves

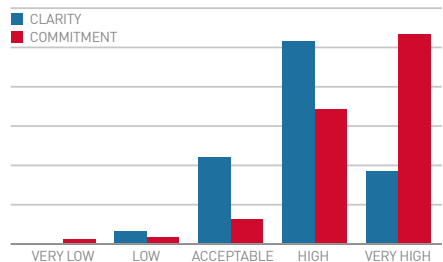
better ways of working together as they tackle the real issues at hand, and ensuring that project managers learn and grow through the experience.

Participants are asked for immediate anonymous feedback at the end of the workshop, and the resultant data continue to inform how the methodology is refined. Below is a typical example, aggregating 465 responses to the following questions after 27 workshops for one client:

- How clear is your understanding of the customer's needs, milestones, project goals, key action areas, required behaviours and your role?
- How committed are you personally to playing your part in making this project an outstanding success?



Innovative TEAMWIN collaborative tools make workshops more productive and enjoyable



**BEECHWOOD**  
INTERNATIONAL

**TEAMWIN**

Beechwood International is a London-based strategy consultancy that brings together disparate groups to address difficult problems. Its associates combine subject matter expertise and first-hand practical experience with a strategic perspective and a unique workshop-based collaborative capability called **TEAMWIN**.

