



<CASE STUDY> Changing the Change Business

Rob Jordon, Director of GPR Dehler expresses both pleasure and pain when it comes to his dealings with Flat Planet.

'GPR Dehler is moving into the business simulation business, unpacking the value of the goal the business is working towards.'

The pleasure revolves around a strong sense that he has broken out ahead of the pack and become a world leader in his field driven partly on the back of his decision to build a Manila team.

We ended up needing less people but higher value people. We analysed ourselves and now believe we are seeing the future of the change business.'

The pain in Rob's story revolves around a slight regret he should have done it two years earlier – plus some lessons in how to re-think his business and its various roles and job descriptions.

One light bulb moment was when Rob realised he was spending a lot of time running an office full of administrative staff including finance, data analysts and marketing co-ordinators.

'The Change Industry is changing,' says Rob. 'The big boys have moved into the body shop business with their 'intense' models. It is big and heavy and frustrates clients.'

'The key members of our team are high-value change management specialists and yet management time was being soaked up by administration, not just dealing with accounts but also with all the people issues such as



somebody is ill or there are issues at home or a computer has stopped working or we need more petty cash for printer toner.'

Now all of those people are gone and instead work at Flat Planet. 'We have just cancelled the lease on our office,' says Rob. 'The only people who work for GPR Dehler now are high-value field operatives who work with clients'.

'The team at Flat Planet are doing all the things we require but the relationship with them is all about professional work issues only. All the stuff about computers not working or personal issues or needing to shake up or fire someone who is not working out – all of that is done by Flat Planet.'

'We only wish we had done it years ago.'

'It is great that we save money, just on payroll a third of our total overheads are gone. Now everything else is going also (like the office).'

'However, the real value for us is the staff and office management piece. Any professional services company that doesn't do this doesn't understand what business they are in.'

It was actually a mis-hire that brought the value home to us.

'We thought we needed a marketer when instead what we needed was an administrator with some marketing

savvy – a marketing coordinator.'

'We hired a creative guy and gave him administrative tasks.'

'If he was in our office we would have spent a year getting frustrated thinking that we needed an administrator while acknowledging he was very creative.'

'With Flat Planet there was no emotive attachment. When it became clear a mis-hire had occurred they just fixed it. It was crisp, clean and very clear cut. It all happened inside three months of the original hire.'

'It is this in particular,' says Rob, 'that GPR Dehler values most about the Flat Planet service.'



GPR DEHLER



Rob Jordon, Director
GPR Dehler

Established in 1988, is an independent, international management consultancy. GPR Dehler has an integrated approach to, organisation design, strategy rehearsal and operational business improvement. We bring to our clients years of productive experience and documented research, totally focused on designing and managing business improvement programs for major corporations.

Our consultants typically have significant experience in process re-engineering and business improvement, and strong skills in industrial engineering, organisational development, HR, information technology, finance, accounting and logistics. In addition we offer a substantial depth of project management expertise.

Our work has spanned six continents, a diverse range of cultures, a multitude of languages and a broad sweep of industries including utilities, telecommunications, mining, banking & financial services, manufacturing, engineering, leisure services, retail, publishing and media.

GPR Dehler operates in Australia, Asia, Africa, Europe and North America with offices in London, Sydney and San Diego.

Experience. Performance.



Flat Planet is a Virtual Talent Agency.

We help Australian businesses open the door to the high-value global talent market.

By 'high-value' we mean highly-skilled, educated and experienced staff at a small fraction of the cost of sourcing those staff locally - that is, if you can find them locally.

Our teams operate under Australian management from executive offices located in the heart of Manila's financial district of Makati.

The unique Flat Planet virtual talent model delivers a simple, easy-to-understand, turn-key solution that enables Australian businesses to tap offshore talent without taking on unnecessary risk.



Flat Planet Pty Ltd
Level 6, 115 Pitt Street
Sydney NSW 2000 Australia
Hotline: +61 2 8412 8141



www.flatplanet.asia