

Blue Notes

**BLUE PLATE
CONSULTING LTD**

Special Interest Articles:

- The Blue-Plate Customer Value Proposition
- The Blue-Plate Consultant Value Proposition
- 'Blue Notes' – what's in a name?



Simon Drake



Faye Sharpe



Jeff Herman

Pebble Beech House
Reading Road North
FLEET, Hampshire
GU51 4HR

Tel : +44 (0)1252 621110

Welcome!

Welcome to the first **Blue Notes**, an internal newsletter designed for our Consultants and Business Partners. We've had many conversations with you individually, but thought it was time to create a forum for you to see the company you are a part of it.

At the centre are the 3 directors :

Simon Drake - Managing Director & Business Development
(simon.drake@blue-plate.co.uk)

Faye Sharpe - Company Secretary & Operations Management
(faye.sharpe@blue-plate.co.uk)

Jeff Herman - Financial Management (jeff.herman@blue-plate.co.uk)

We're here to create and manage the environment in which we can deliver great consultancy.

Why a newsletter?

The purpose of this newsletter is to give an Introduction to Blue-Plate.

We've spoken with you all individually and discussed our ideas and asked if you'd like to be involved with us. I'm delighted to say that you've all been very supportive and constructive in your feedback.

We thought it was time that we showed you how your contributions have helped to form Blue-Plate Consulting.

We want Blue Notes to be a regular Blue-Plate forum and hope that you will feel part of the team and want to contribute from time to time.

We want it to be a place where Blue-Plate consultants can :

- share news and events
- discuss and develop propositions and ideas
- review interesting articles
- comment on the state of consultancy
- learn from methods and techniques which you have found useful in your professional life.

Just contact Faye on 07785 237076 or faye.sharpe@blue-plate.co.uk



'Blue Plate' – What's in a name?

The name Blue Plate came out of our very first meeting over a cup of coffee in Simon's kitchen. Simon loves blue and his kitchen is full of blue plates. It was a working title and it seemed to work so it stuck!



When thinking about Blue-Plate's offering Candy Candappa, one of our consultants, amusingly summed Blue-Plate up in a nutshell :

- | | | |
|------------------------|---|-------------|
| Business Architects | - | Blue Skies |
| Programme Managers | - | Blue Beards |
| Consulting Specialists | - | Blue Chips |
| Market Research | - | Blue Books |

So what else could a newsletter be called but 'Blue Notes'? We're certainly more of a jazz band than an orchestra!



The Customer Value Proposition



We created Blue-Plate Consulting Ltd to provide a truly independent and viable consulting alternative to our clients.

We heard that there is little choice for clients when it comes to buying consultancy - either the big firms, boutiques or sole traders. Each have advantages but the disadvantages were outweighing them. Our clients told us that they didn't like:

- Big Firms
 - 'packaged' deals
 - methodology and process over results ('our way or the highway')
 - inexperienced juniors
 - 'tied' to software vendors
- Boutiques
 - vertically or horizontally siloed
 - focused, but narrow picture
- Independents
 - lots of contracts and individuals to manage
 - limited scope
 - limited method

Blue-Plate delivers:

- comprehensive consulting services ('one-stop shop')
- scalability of talent and skills
- experienced, senior consultants
- a core competence in business appraisal and justification
 - within which business initiatives and change programmes can be set in context.

Blue-Plate offers the Big Firm breadth but boutique size and complete independence. Blue-Plate offers :

- Business Architecture
- Programme Management
- Consulting Specialisms
- Market Research



"Blue-Plate offers

- *Business Architects*
- *Programme Managers*
- *Consulting Specialists*
- *Market Research.*"

What our clients have said of us...



'...your clear strategic oversight and strong project and programme management skills, together with your logical, disciplined approach, balanced view and tactful manner, brought about swift improvements... I am most grateful for the high quality input that you have provided...'

Association for Project Management



'I would like to thank you for the job you did on our direct business set-up in the UK. Your work has been more than valuable in a very difficult environment. The successful launch in 2000 despite the technical issues was a challenge and we owe you a significant chunk of this success. It has been a pleasure working with you. We may have the opportunity to work together in the future.'

Compaq



The Consultant Value Proposition

Blue-Plate offers independent consultants :

- A business development capability
 - reduce the 'feast/famine' syndrome of an independent consultant
 - negotiate better rates
- Access to Top 500UK Company clients and projects
 - work with colleagues on projects which are perhaps more comprehensive than you would usually undertake
- The 'Heineken Factor'
 - extend your ability to reach beyond your own or immediate expertise
 - identify and realise business opportunities which you or your client thought you could never achieve
- A consulting 'Home' - a place where you can :
 - share and take advantage of trusted methods, techniques and approaches
 - get and give professional support to colleagues
 - develop your own entrepreneurial talents and ambitions
 - generate fun and collegiate spirit



Reach for assignments you couldn't otherwise reach!



Consulting Capability


 "Blue Skies
 Blue Beards
 Blue Chips
 Blue Books!"

Business Architects

Experts in Business Design & Modeling:

- Strategy Testing & Business Strategy Alignment
- Proposition Development
- End to end & Cross Functional Process Design & Improvement
- Organisation Design
- Financial Modeling
- Cost Reduction Management
- Customer Service & CRM
- Executive Development & Mentoring
- Supply Chain Management

Programme Managers

Business Benefit Delivery Managers:

- Business Transformation & Change Management
- Business Focused Technology Implementation
- New Business Launch
- Programme Audit & Recovery
- Project Office & Project Management Controls

Consulting Specialists

In-depth Specialist Knowledge in:

- Large selection of Business Sector and Technical Consulting Specialists
- Customer Service & Call Centre Processes & Technology
- Project Resourcing Strategy & Deployment
- IT Application Architecture & Infrastructure Design
- IT/IS Strategy & Management
- Outsourcing Strategy & Management
- Financial Processes & Systems

Market Research

Qualitative & Quantitative Research

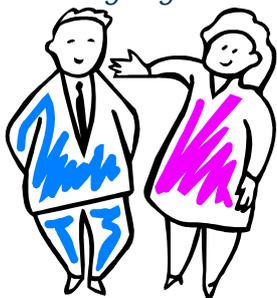
- Marketing Strategy
- Marketing Communications
- Brand Strategy
- Customer Satisfaction & Loyalty
- Employee Satisfaction
- New Product Development
- Market Development
- Buying Processes/ Price Testing
- Market Segmentation
- Channel Strategy
- Price Positioning



Consulting Members

As we work together we'll get to know each other better - but meanwhile here is a 'Rogues Gallery' of the consulting members of Blue-Plate. We don't have pictures of you all but perhaps that is something we could share at a later date as well as get together to find out some of the more social and personal interests.

Introductory Highlights



Tim Arnold

Construction; Electrical Components Distribution; B2B; B2C Marketing, Communications and eCommerce
 Marketing Management; Agency Planning; Promotional and Direct Response Database Marketing; Internet Development; Customer Relationship Management

Mike Briggs

Financial Services; Personal Lines; Banking; Pensions; Leasing; IT
 IT Project Manager; Systems selection & implementation; BPR; IT Strategy; Decision support

Paul Brown

Banking; Telecoms; Travel; Life Assurance
 Consulting; Project Management; e-commerce; Contact Centres; Customer Management; Organisational Design; Pre-sales; Proposition Development

Nisar Butt

Banking; Financial Services; IT
 Management & Executive; Programme Management; Project Management; BPR; e-commerce

Candy Candappa

Telecoms; Utilities; Financial Services
 Board level strategy; Customer Service; Call Centre Processes & Technology; Programme Management; Project Management; BPR; e-commerce; Staff training; Systems selection & implementation;

Consulting Members cont'd

**Simon Drake**

Business & IT Consultancy; varied sectors
 Business development; Programme Management; Sales; Operations;
 Finance; Strategy; Change Management

Mike Driver

News & Information in Financial Sector
 General management; Sales; Marketing; Start ups; Electronic
 information, communication and software products; Consultative group
 member for The Institute of Professional Sales

Jeff Herman

Finance; Banking; Insurance; IT
 Strategy; Performance Management; BPR; Change Management

Marie-Joelle Jeudy

Cosmetics; Consultancy; Information Systems
 Forecasting; Supply Chain Management; BPR; Change Management;
 Group and Workshop Facilitation; Performance Management aligned to
 working capital performance; Key Performance Indicators
 Mother tongue, French; Fluent in English and Spanish

Nicole Kelly

Media; retail
 Sales & Marketing; e-business; B2B; Supply Chain; Project Management;
 Strategy; Financial modelling; Corporate Finance

Diane Law

Pharmaceutical; Finance; Retail; Petrochemical
 Enterprise Architecture; Business Appraisal; Change Management;
 Business Training and Development; Knowledge Management; Market
 and Product Analysis; Supplier selection; Product image-building

Jane Lewis

Most sectors, including Public
 Project management; HR and Change management; Business Analysis;
 NLP; IT; Coaching; Leadership Development; Training and Research

David Matthews

IT; Security
 Project management; Implementation; Analysis; Market Research; e-
 Commerce

Fiona McNicol

Collective Investment Systems both within the UK and Offshore;
 Financial Services
 Systems Professional; Project Management; Team Leadership;
 Recruiting; Communication User interface; User training; Systems
 Development & Implementation

Asmat Monaghan

Travel; Transport; Public; Pharmaceutical; Finance; IT
 Programme Management; Design and development of business models;
 B2B; Supply chain; Business Process Change; Coaching/Mentoring;
 Business engagement and business alignment; P&L and line
 management; Interim IT; Organisation Design and architectures;
 Professional certification in e-Commerce and Web Development

*Introductory
 Highlights*





Consulting Members cont'd

Introductory Highlights



Faye Sharpe

Financial Services; Insurance; Electronic distributors; Petrochemical Business Appraisal; Organisation Design and Development; Internal Marketing and Communications; Customer Relationship Management

Janice Trotter

Insurance; Finance; Banking; Media
Business analysis, Direct marketing; Product Management; Third Party Management; Project management Delivery of technology solutions

Duncan Walker

Travel; Transport; Automotive; Oil; Telecoms; IT
Interactive IT; Strategy; formulation, Introduction and delivery of new businesses, services and products; e-business; Executive coaching; BPR



Business Partner – Resource (Market Research) Ltd

Blue-Plate is pleased to partner with Resource Limited. Resource Limited provides Blue-Plate with Market Research capabilities and their strap-line is very apt : *Talking to people, about people, for people.*

Resource Ltd was established in 1991 and provide marketing research and consultancy for the business-to-business and technology markets. They design research projects from data collection through to analysis, interpretation and reporting. They research and evaluate people's attitudes, beliefs and opinions towards products, brands, companies and business issues.

Blue-Plate is very much looking forward to incorporating their offering to extend ours.



www.resourcemr.com



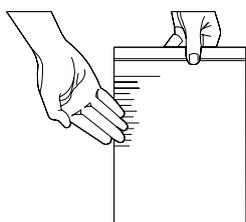
Blue-Plate Guiding Principles

Like any company there are some principles and values by which we all choose to operate.

We are **independent** consultants and we like it that way. But we recognise that we can achieve more, do better things and have a happier professional life when we **collaborate**.

In short, we work **together**.

Over the next couple of weeks you'll be receiving a document, **The Blue-Plate Code of Conduct**. We'd like you to look it over, call to discuss if you wish and then sign up to a shared and mutual way of presenting ourselves to our clients.



Market News



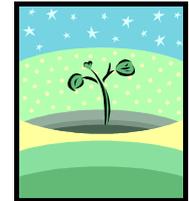
The consulting market has been rather depressed in the last 18 months (lowest point in ten years apparently!). If you're one of the many Consultants between contracts - don't think it's just you! There are, however, some 'green shoots' of growth activity which might indicate the beginning of a recovery.

The state of the Executive & Professional recruitment market is a great barometer for general market conditions, and the adjacent graph indicates a steady decline since the end of 97, however, the rate of change and now growth since the end of last year is significant. Also, the CBI says that confidence in the professional services and financial sectors is reappearing and large corporates are being brave and making tough recruitment decisions once more.

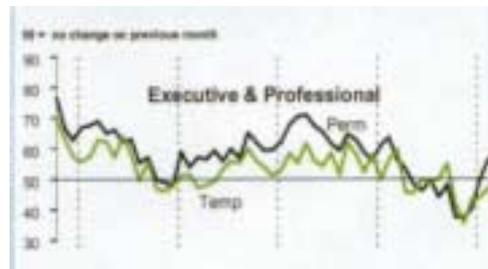
The MCA (Management Consultancies Association) reported revenue growth of 4% in the last quarter of 2001 and an annual increase of 15%, with IT Consulting returning as the fastest on the rebound.

Another good indicator is the CIPS Index (Chartered Institute of Purchasing & Supply) where the UK service sector has reported the second month of growth in a row. Interestingly, after Hotels and Restaurants (I guess we like to eat through depression!), IT & Computing service sectors were the strongest growth sectors, however, even the manufacturing sector has just shown its first monthly growth figure in twelve months!

Lastly, having spent many hours in conversations with senior managers over the last few weeks, we too believe that the market is beginning to show some signs of optimism and we are confident that this will translate into project opportunities for our exciting new business in 2002.



We'll keep you posted when those 'green shoots' turn into 'blue shoots' and opportunities for you!



What's Next?



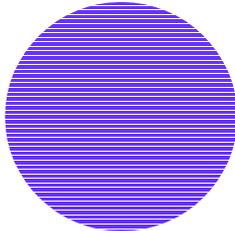
Over the few weeks we'll be sending out further information about :

- The Blue-Plate Sales Process
 - What it is
 - How you recognise yourself in it
 - What to do to exploit an opportunity
 - Blue-Plate incentives and rewards for Consultants
- Associate Guidelines
 - A brief 'how to' of Blue-Plate Consulting
- Code of Conduct
 - The values and ways of working which we all want to sign up to
- Marketing Agreement
 - the Blue-Plate 'business rules' around account/client ownership; lead generation; business development; Intellectual Property Rights.



How to Contact Us

BLUE PLATE CONSULTING LTD



Blue-Plate Consulting Ltd

Pebble Beech House
Reading Road North
FLEET, Hampshire
GU51 4HR

Tel:

+44 (0)1252 621110

e-mail:

simon.drake@blue-plate.co.uk