

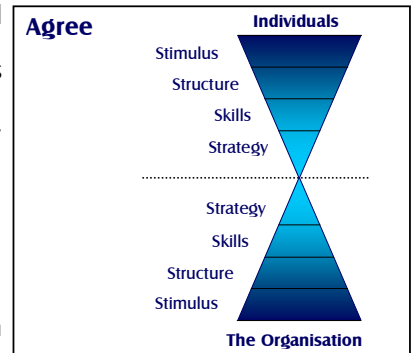
## Parallel Focus Cascade®

### The Formula for effective Change...

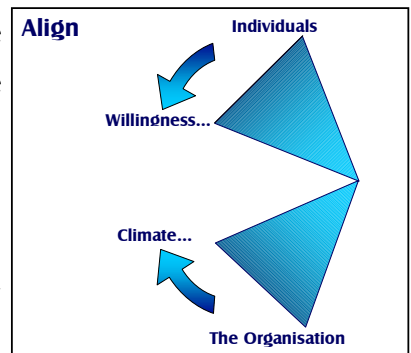
In order to make meaningful change in any organisation, gaining the buy-in of the people affected is vital. Simply by aligning the individuals **and** the organisation extraordinary success can be had...

Understanding, agreement, commitment and alignment are all necessary if effective and sustainable change is to take place. With this in mind, Accord Consulting have developed the **Parallel Focus Cascade®**, a methodology that makes real and sustainable change achievable.

Initially working closely with business leaders we identify the skills, knowledge and tools that are needed to achieve the objective - both on an organisational and on an individual level.

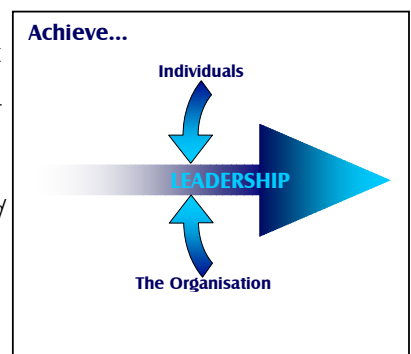


Then we **partner with our clients in implementation**, applying the **Parallel Focus Cascade®** principles to gain buy-in and develop the climate necessary for the objectives to succeed.



The benefits of the **Parallel Focus Cascade®** are many...

1. Clarity of Purpose is rapidly established, followed by effective, inclusive two-way communication – top down and bottom up.
2. Individuals at all levels are actively involved, empowered and encouraged to overcome “road blocks” leading to a positive culture of innovation.
3. Throughout the process Leadership Styles are developed that positively impact on Organisational Climate, creating additional buy-in and willingness to accept change amongst staff.
4. As the **Parallel Focus Cascade®** works on the individual *and* organisational levels, Agreement and Alignment are achieved – opening the way for Sustainable Change.



**CLIMATE + WILLINGNESS ( FOCUSED BY LEADERSHIP ) = SUSTAINABLE CHANGE**