



Exploiting unique Intellectual Property with on-line tools

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Roberts Coles, Solutions Director

Optima is a business relationship consultancy that helps its clients develop amazing business results. Their belief is that high quality, long term business results are not sustainable without amazing business relationships, inside and out. Business relationships are the core of leadership and management at all levels, of customer satisfaction and of agile change. Optima coach, consult, diagnose and facilitate with its clients to develop change readiness, leadership, management and sales capability.

The challenge

To support their consulting work, Optima has developed their own diagnostic tools. Their two key 360-degree diagnostics are RQSM – which measures Business Relationship Capability and focuses uniquely on the aspects of relationships that build interdependent capability within and between teams and organisations – and the Executive Leader Manager[®] test – used to assess and identify coaching and personal development priorities for Leader-Managers.

The challenge faced by Optima was to deliver their own Intellectual Property via an on-line platform which was powerful enough to deliver their specific diagnostics, flexible enough to be customised and configured for each of its multiple clients, able to be presented as an Optima solution, yet remain easy to administer and use.

The solution

Following a review of the market, the Talent[®] platform from Head Light was selected. “I was impressed by their speed of response initially and indeed throughout all our dealings with Head Light,” comments Roberts Coles, Solutions Director. “In our initial meeting they took time to listen to our needs and the way in which we work as a company – and as simple as it sounds, not everyone does this. They challenged our thinking and were able to debate with us the most appropriate way forward.”

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Different clients require different processes and needs. Working with board level and senior management, Optima find that timelines and processes often need to be shortened as much as possible to accommodate internal demands. Robert continues, “The nature of our business is such that our timelines for the implementation of a client project can be short. Head Light has always recognised this and delivered on plan and on time – and, as a Business Relationship consultancy, it is great to do business with an organisation which complements our own skills and which we can trust to deliver each and every time.”

Stephanie Wyman, Commercial Director comments, “Optima’s clients are predominantly large multi-nationals and global organisations that expect the very highest levels of support. Head Light works as an extension of our own operation.”

“The thinking behind the Talent[®] system is sound: it provides a single portal with the competency framework underpinning all the assessment activities generated from this. The fact that this then links in with development planning makes it a really valuable system for development use,” continues Stephanie.

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Optima manage different assessment campaigns at different times for its clients. Laina Thomas comments, “We plan when the assessments will take place with our clients and then Head Light ensures that the technical systems are set up and in place. Managing the process and generating reminders and reports is straightforward and I know I can contact Head Light whenever I need help, advice or support.”

The results

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Robert continues, “Head Light is great at asking what we want next and other suppliers I have worked with just don’t do that,” Robert continues.

One of the features developed in conjunction with Optima is the ability to export the raw data at an individual level. Laina Thomas comments, “We take the raw data stored in the Talent system and analyse it further to look at group trends: the competencies at the top and the bottom of the ratings. We also look at specific items for the group and at an individual level as this can give us some quite detailed information about how the relationships are working.”

As a Consulting Partner of Head Light some of Optima’s own marketing activities are supported by Head Light. “We know it’s extremely important when you have your own clients to whom you are promoting a service or offering, that you get the sales support you need, when you need it,” says Ian Lee-Emery. “On a number of occasions we have set up demonstration sites for Optima to support the proposal to their client.”

“We’ve also promoted Optima in our newsletters to our own customers and prospects with regard to their own service offering. We find that this type of promotion really supports our Consulting Partners in their business development and we are always open to support their tenders and pitches. Unlike some software and assessment providers, we don’t compete with our partners - we focus our efforts on making them more successful,” concludes Ian.

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