



# \* optimising the human element

to develop the behavioural effectiveness of your organisation

## Who are we?

Dr Paul Furey is a behaviour change specialist. He founded PEC 22 years ago to cater for situations where business improvement is needed but where applying more effort or training hasn't worked. He leads a group of consultants who are brilliant at what they do – helping people to talk openly, think clearly and, most importantly, to develop habits that mean that they can deliver their objectives.

## Why seek independent assistance at all?

People who learn purely by experience tend to practice their mistakes, get tired of trying, focus on symptoms and become entrenched in old ways. With external, specialist guidance people can begin to understand how to master their capabilities, to learn for themselves and therefore to become more effective at aligning their behaviour with their business objectives.

## What visible outcomes can one expect with PEC's help?

- People who can influence 'the opposition'.
- People who make better decisions because they can grasp the emotional threads.
- People who easily gain trust in new relationships.
- People who get things done through others – even when they encounter resistance.
- People who remain non-aggressive in tough conversations.
- People who integrate opposing views.
- People who can give controversial feedback that's seen as supportive.
- People who can learn from experiences and feedback.

***All of these capabilities are bankable – they directly create value for the organisation: action is taken, opportunities are seized, negative situations are handled swiftly and with skill.***

## Why use us in particular – what makes PEC different?

- We work inside out – with unspoken drivers rather than superficial symptoms.
- We **guarantee** progress for a fixed fee.
- We stay within reach until you are satisfied.



## What does the typical assignment look like?

- You explain the situation to us through a detailed briefing session – especially the element driving the need for change.
- We get to know the other people involved.
- We help the target people to learn about themselves and how to do things differently through intensive 1-1 sessions (sometimes with video feedback), group work, in-situ shadowing, 360° feedback and live experimentation and reporting.

## Fees

We charge by the output, not by the hour. You help us to scope the situation and determine the fee – this is done at the outset through a process we have devised specifically for the purpose.



## \* 5 recent case studies

*A CFO tended to become aggressive when he disagreed with another person's opinion.*

*We helped him to experiment with how to communicate strong views skilfully without holding back.*

*Elements of an executive team were being bullied by their Chief Executive.*

*We introduced the outside perspective which enabled the Chief Executive to see what damage she was doing.*

*A talented, senior project manager was seen as aggressive because he would think nothing of criticising someone's performance in large meetings.*

*We helped him to uncover why he did this and to start to explore more constructive ways to communicate his disapproval.*

*An executive team were being fragmented by one or two strong personalities within the group.*

*We helped the team's members to find a way to talk about all the personalities in the group and to explore ways of putting each person's strengths to better use.*

*The members of a Board were unhappy about their Chairman's level of performance but hadn't said anything in years.*

*We facilitated them in making their views clear in the space of a few hours so that the Chairman was in a position to consider whether he wanted to try to change or preferred to leave with his pride intact.*