
**Extraordinary Results
for TopCo
Leveraging Paul Rodden's
Uncovering Diamonds System™**

Real Life Sample Report

**Prepared for
General Manager Southern Region,
TopCo Group**

By Paul J. Rodden,

Note: *TopCo is a fictional company name. All personal, company and product names have been removed or amended to protect the confidentiality of the original client*



Management Summary

PRA International prepared this report, for the General Manager of TopCo.

The purpose of the report is to illustrate how the *Uncovering Diamonds* seminar, delivered on at the Test Cricket Ground is helping to meet the challenge identified by TopCo Major region to build on its market share within the states of Southern B Region and Southern A Region. This is the start of a six- month development programme to be undertaken with 14 of TopCo Business Development Managers.

The ultimate goal of the programme is to ensure that once individuals have identified what inwardly drives them, then, Top Co's business objective of building on its market share will be achieved.

The methodology employed to achieve these objectives was to engage PRA International to deliver its internationally renowned *Uncovering Diamonds* seminar. Fourteen Business Development Managers were identified by the General Manager to participate in the *Uncovering Diamonds* seminar and the subsequent six-month development programme.

Key findings from the project were that all of the delegates uncovered a Prime Aspiration for TopCo. They all had a clearly defined plan to practically achieve this and they found the *Uncovering Diamonds* method simple and useful.

Evidence of return on investment from this intervention is provided. Attempts to quantify these improvements in financial terms examined the relationship between evidence of profit gains, revenue gains and total costs (made up of actual and opportunity costs).

From a total cost investment estimated at £171,878 / AU\$414,000, profit returns on the investment was approximately £279,230 / AU\$672,576 (162%); revenue returns on the investment are approximately £335,038 / AU\$807,000 (194%).

The key recommendations acknowledged that these findings formed the basis for significant and ongoing performance improvement at TopCo, and that continued commitment with investment in its human capital (both with these delegates and new ones) would secure this improvement.



1 Background

Top Co Group is a premium global multi-product company delivering a portfolio. TopCo products inspire global enjoyment and are enjoyed by consumers all over the world.

TopCo Major region is looking to build on its market share within the states of Southern B Region and Southern A Region. In the drive to achieve competitive advantage in their chosen markets the company must ensure that it has the leadership capability within its personnel to meet the challenges and take advantage of the opportunities that this market presents.

To meet this challenge the General Manager of TopCo Major region's Southern Region engaged PRA International to deliver its internationally renowned *Uncovering Diamonds* seminar. This seminar, delivered on 21st June at the Test Cricket Ground is the start of a six-month development programme to be undertaken with 14 of TopCo Business Development Managers.

The purpose of this report is to provide senior management with key findings and insights from the *Uncovering Diamonds* seminar along with recommendations to secure a measurable return on significant investment and through commitment to its people.

2 Structure of the Report

Section 3 outlines the purpose of both the intervention and the report itself. For the benefit of those not familiar with PRA and the *Uncovering Diamonds* seminar and approach, Section 4 summarises the methodology and principles underlying it.

Section 5 contains the detailed delegate responses. Section 6 attempts to provide quantifiable evidence of financial return on investment to TopCo as a result of this intervention, followed by a summary of the findings in Section 7.

Options and recommendations derived from these follow in Section 8.



3 Purpose, Objectives & Goals

3.1 The Project

After Implementation of this project:

- All delegates will have a clear specific business Prime Aspiration
- All delegates will be able to uncover and measure what is a true, heart felt, clear business ‘want’ – a Prime Aspiration
- All delegates will have taken action on the day to move towards their business Prime Aspiration
- All delegates will be able to monitor their progress for at least 6 months to, see and measure their achievements
- The General Manager will know specifically what each individual wants to achieve and help them to accomplish it
- All delegates will have tools that can and do, help them select new choices i.e.
 - 0 to 100 scale, using the mind to focus on the results to move them into action,
 - Using visualization techniques to turn on resources that inspire and motivate themselves.

The ultimate goal of the programme, outlined in the project specification, is to ensure that individuals will have identified what inwardly drives them, and with the delegates having a guaranteed way to achieve this, clear and actionable plans will provide the framework and necessary confidence to achieve these Prime Aspirations.

As a result of this, TopCo business objective of building on its market share within the states of Southern B Region and Southern A Region will be achieved.

3.2 The Report

The purpose of this report is to provide senior management with insights into delegates’ ambitions and motivations - their “Prime Aspirations” – when working for TopCo.

This will be achieved by presenting evidence collected from the seminar, along with feedback on the content, delivery, follow-up meetings, on-going communication and the relevance of the seminar to their workplace.

The objectives of the report are that senior management at TopCo will:

- see clear evidence of the transformation of thinking by delegates and their ability to define their business desires and how to go about achieving them
- understand precisely how delegates define their best moments in business for TopCo



- understand the link between the results achieved in the seminar and the company's future growth and development
- understand how the *Uncovering Diamonds* Seminar methodology produces results
- know how delegates responded to the *Uncovering Diamonds* seminar
- have evidence of the extent of the learning that has taken place
- know how the Prime Aspirations identified by delegates will be implemented
- be able to evaluate the potential business impact of the seminar

The key outcome from the report is that senior managers at TopCo will have gained solid evidence regarding the business objective of building on market share within the states of Southern B Region and Southern A Region.



4 Methodology – Principles & Practice

4.1 Underlying Principles of the *Uncovering Diamonds* Seminar

The *Uncovering Diamonds* seminar is built upon four pillars:

- Inner drive
- Clear direction
- Thought into reality
- PRACTICE

Inner Drive is fundamental to any achievement.

In the world of business inner-drive is a fundamental pre-requisite for the growth of the individual and is inextricably linked to the growth of the organisation. Without desire, under-performance and lack of growth (stagnation or reduction in sales, market share and profits) are able to persist and reduce the effectiveness of all concerned. Very few people know what they want from their professional and personal lives, or even if they do, which direction to travel in to achieve it.

Direction is necessary for any Prime Aspiration to be carried out

Even if desire is uncovered, it is not enough in isolation. You can have the desire to see a sunset, yet if you travelled east you will be sadly disappointed. Having the desire does not mean that you are travelling in the right direction. The sun after all, always sets in the west. You need to have clear and actionable ways to support these desires.

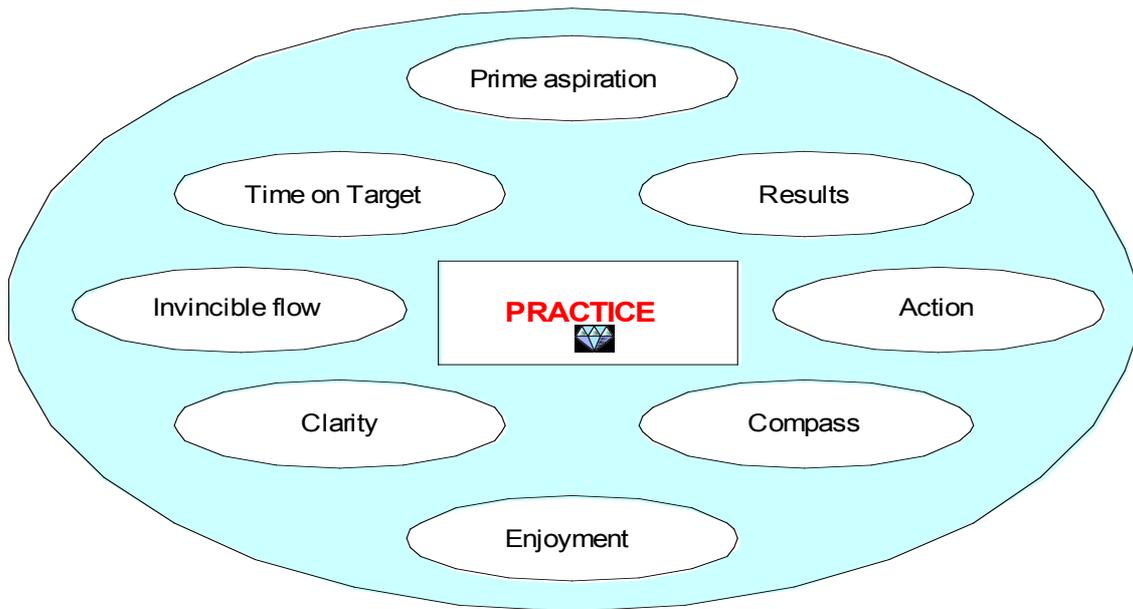
Thought turned into Reality

How many people have had great ideas, yet never managed to realise them? Having the confidence, clear purpose and drive, having the right attitude - these are fundamentals that all companies need to encourage. Soon this drive and intention will translate into sustainable growth.

PRACTICE

PRACTICE is an anagram, (as shown overleaf), that successful people have used to guarantee attaining their Prime Aspirations – without any exception!

It moves you from problem-based thinking to solution-based thinking.



4.2 The Seminar

4.2.1 The Delegates

Fourteen Business Development Managers were identified by the General Manager to participate in the *Uncovering Diamonds seminar* and the subsequent six-month development programme.

4.2.2 Structure of the day

Paul Rodden, Managing Director of PRA International, facilitates the seminar.

The seminar is delivered over the course of one day in four sessions:

Session 1	Background to success and fulfilment
Session 2	Uncovering YOUR Prime Aspiration
Session 3	How to achieve YOUR Prime Aspiration with PRACTICE
Session 4	Action towards YOUR Prime Aspiration – Follow up after the seminar

The evidence that delegates are achieving the objectives is captured on seminar feedback forms.



5 Findings

5.1 Detailed Delegate Feedback

5.1.1 Reaction to the consulting intervention

The figures below confirm that the overwhelming majority for the delegates found the intervention highly interesting, very relevant to business and highly practical, whilst being easy to understand.

Figure 1 Interest

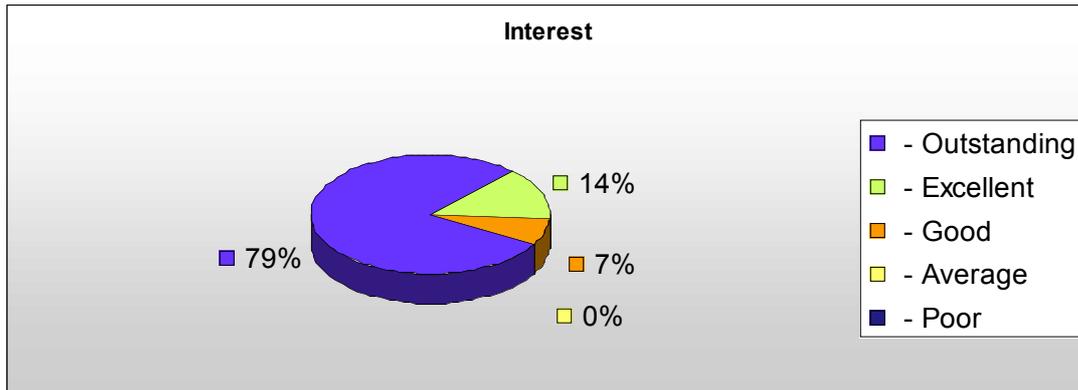


Figure 2 Business Relevance

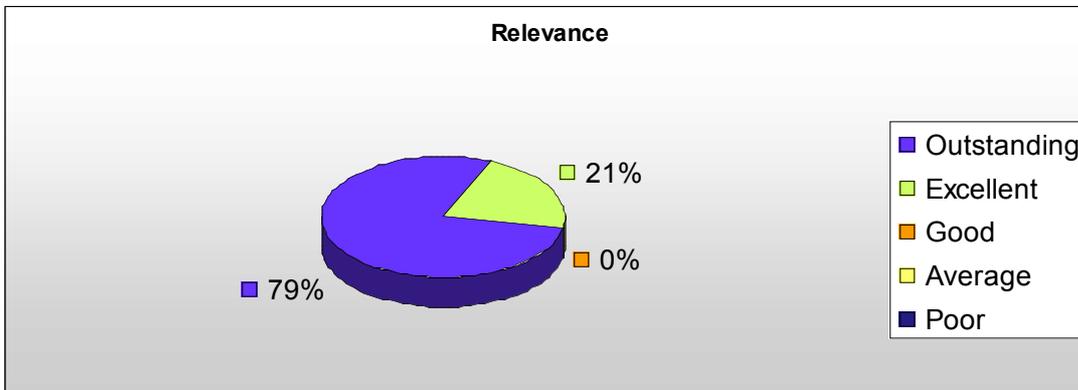


Figure 3 Practicality

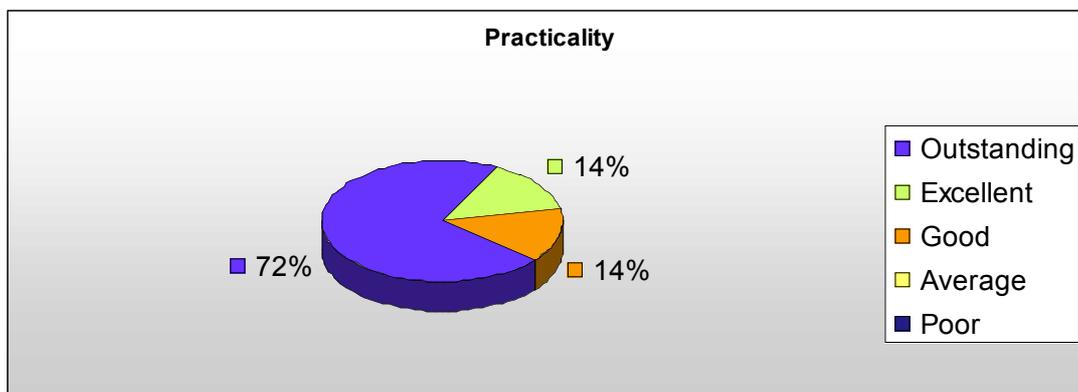
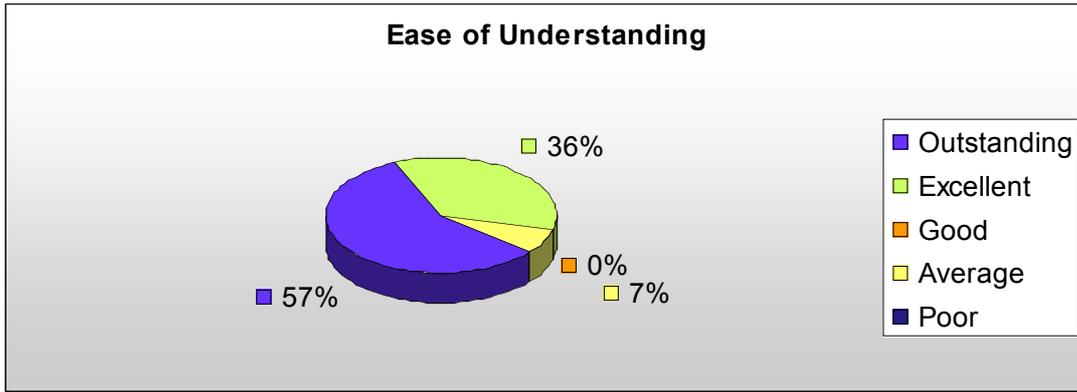


Figure 4 Ease of Understanding



5.1.2 New Learning

Figure 5 Clarity of new ideas

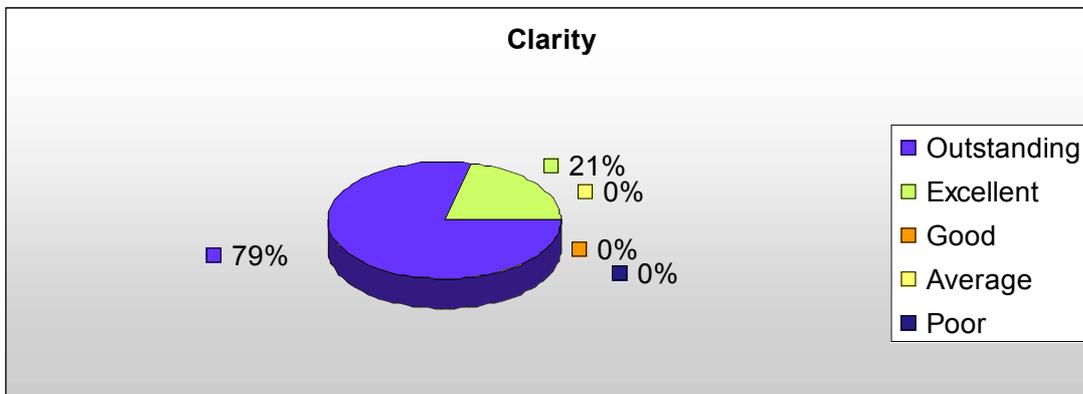
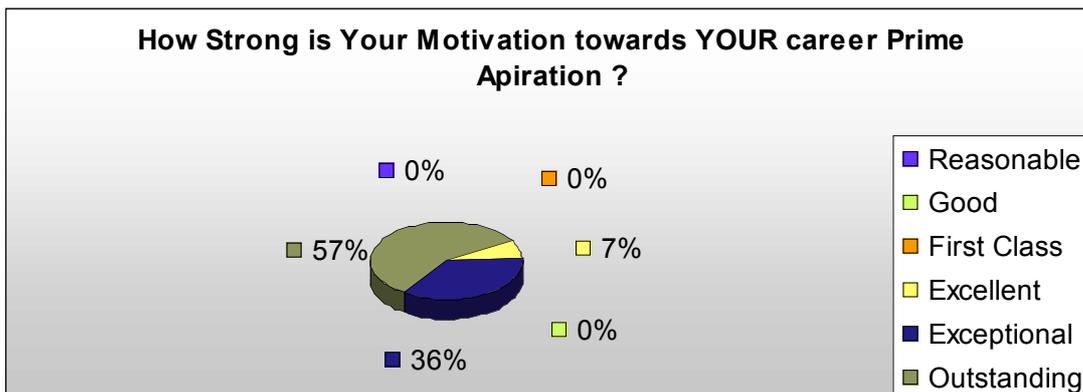


Figure 6 Strength of Motivation towards Business Prime Aspiration



5.1.3 Transfer of new learning and new behaviours

Figure 7 Transferability to the workplace

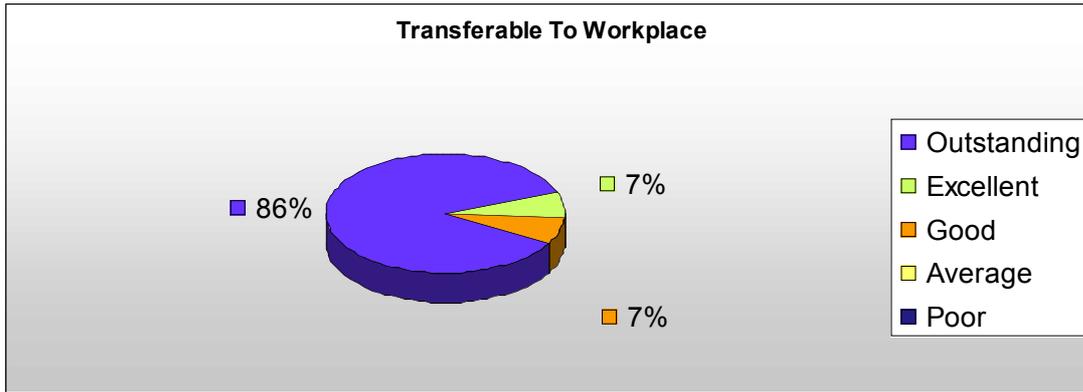


Figure 8 Usefulness in the Workplace

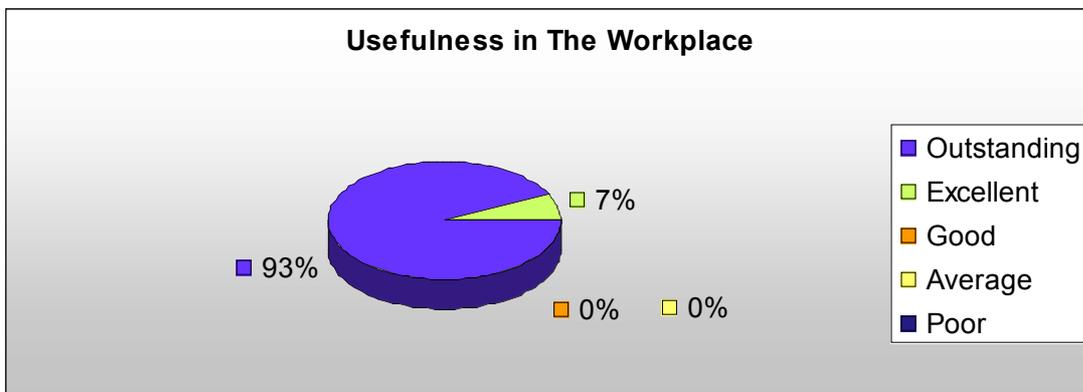
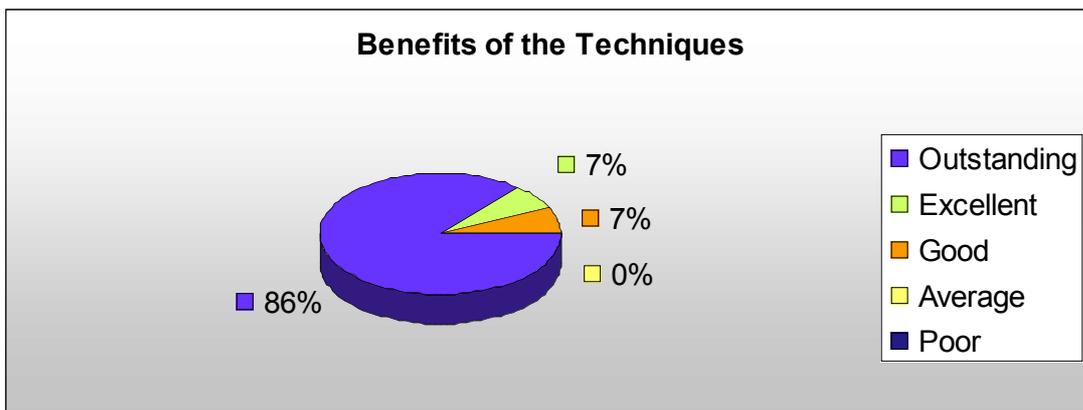


Figure 9 Benefits of the Techniques in the Workplace



What was the last training you undertook that delivered these results to you personally?



6 Evidence of return on investment from the *Uncovering Diamonds* seminar

This section attempts to quantify the additional business generated as a result of the delegates' participation in the *Uncovering Diamonds* seminar furthermore; it identifies their Prime Business Aspiration.

Analysis of ROI Evidence

The calculations are based on the responses to the series of impact questions.

The following factors are taken into account to illustrate evidence of the link between the *Uncovering Diamonds* seminar and improved business performance.

1. The participants that did not complete the questionnaire or did not provide useable data on the impact questions are assumed to have experienced no improvement value.
2. Highly subjective or un-quantified data is omitted from this exercise.
3. Only annualized values are used as requested in the responses.
4. The values are adjusted to represent the degree of confidence felt by the respondents i.e. where percentages are used, a range was requested and the lower end of this range has been used. (e.g. though a much higher percentage of improved business was attributed to the *Uncovering Diamonds* Seminar (25-50% of the results being attributed) a figure of 25% has been used as the lower figure to omit extreme values.)
5. These values seek to identify if the proportion of the improvement stemming from the seminar is incremental on existing business (meaning would have been gained without the intervention) or it is entirely new?

These five considerations create a conservative and realistic estimate of the value i.e. it is intended to be an understatement of the benefits.



Data Sample

The data for these estimates is drawn from a combination of both completed post seminar questionnaires plus phone and email conversations.

Questionnaire Response

- 93% Responses were received (i.e. 13/14)

6 out of the 13 responses have attributed increased: revenue, volume, and budgetary improvements in relation to their own Business Prime Aspirations, specifically from the *Uncovering Diamonds Seminar*.

Annualised business

These figures and evidence have been requested in terms of annualised business and in some cases converted into this form.

- Identified issues with distribution of key product team – ran training session in team meeting utilising Sheila McClachlan from Key product team with immediate results- **15 new clients**
- Our net revenue across the Southern Region A business is up 5.2% YTD
- Our net margin up 7.2% YTD
- Gave certain project work to drive teams' effectiveness in the RTD category. Key product performance improvement was grown in volume by 153% and stockists by 93%
- Sponsorship agreement replaced with a trading arrangement (lesser spend). Used "value add" proposition to sell the change in arrangements. Order placed with TopCo for £30K / AU\$72 K on 3/11/06
- Discussions had with "TopCo in the Community" in order to gain support for a donation to the "Lakes Nature Reserve". Donation given was £4K / AU\$10K
- Key Account management - Have had success with The Key Product account up over 100% on last year, Focusing on what they are trying to achieve.



Evidence 1

There has been a 2.9% increase in profit versus budget this year; 12.9% increase in profit versus last year i.e. £558,458 / AU\$1,345,151 up on last year

In the light of the above adjustments, approximately 25% of this gain is attributed from delegates who attended the *Uncovering Diamonds* Day and subsequent follow up.

Profit gain attributed to *Uncovering Diamonds* seminar

= £279,230 / AU\$672,576

Evidence 2

Product lists at top 10 locations – based on an average of about 500 sets p.a at the top 10 locations - average price about £30 / AU\$70 a set i.e. worth approx £145k / AU\$350k turnover.

Now have close to 100 stockists of *key product X* - worth approximately £35k / AU\$85k p.a turnover

Product Y outlets = 137 stockists – average sets per week per outlet, worth £124,549 / AU\$300,000 in turnover p.a

Gain = £145,307 / AU\$350,000 + £35,288 / AU\$85,000 + £124,550 / AU\$300,000
i.e. additional revenue attributed to attendance on *Uncovering Diamonds*

= £305,145 / AU\$735,000

Evidence 3

One delegate has attributed additional orders to attending the *Uncovering Diamonds* Seminar and uncovering his Prime Aspiration to the value

= £29,891 / AU\$72,000

The improved strategy for product has assisted these results. This strategy includes focusing on promotional packs;

- Product W +52%
- Product X +65%
- Product Z +5%
- Product V +36%.



Summary of Costs

Costs are represented by opportunity costs plus costs associated with seminar

(i) Opportunity Costs

Team off the road for one day

13 Business Development Managers @

£12,500 / AU\$30,000 = £162,500/ AU\$390,000

1 office staff @ £830 / AU\$2,000 = £830 / AU\$2,000

Total opportunity cost of staff = £163,330 / AU\$392,000

(ii) Hire of facilities and refreshments £415 / AU\$1,000

(iii) Investment of *Uncovering Diamonds* and follow up

Seminar cost £3,000 / AU\$7,200

Follow up £6,000 / AU\$14,400

Total £9,000 / AU\$21,600

TOTAL COST £172,745 / AU\$414,600

Summary of Return on Investment

Profit Gains	£279,230 / AU\$672,576
Costs of Programme	£172,745 / AU\$414,600
Profit ROI	162%
Revenue Gains	£335,038 / AU\$807,000
Costs of Programme	£172,745 / AU\$414,600
Revenue ROI	194%
Total Gains	£614,267 / AU\$1,479,576
Costs of Programme	£172,745 / AU\$414,600
Total ROI	= 356%



Summary of Increased Business

The three pieces of evidence 1, 2 and 3 overleaf represent a total annualised gain attributed by delegates to the *Uncovering Diamonds* seminar of;

Profit gain (Evidence 1)

= £279,230 / AU\$672,576

Revenue Gain (Evidence 2 & 3)

= £335,038 / AU\$807,000

***IF* taken together, revenue and profit gains**

= £614,267 / AU\$1,479,576