



success

IN ASSOCIATION WITH



CHAMELEON
BUSINESS INTERIORS

Understanding people is the key to success

The 21st Century organisation is a constantly evolving entity, often teetering at the edge of chaos.

The traditional approach to the stand-alone provision of professional services is struggling to cope with the increasingly complex workplaces of today, where the lines of demarcation between accepted roles and disciplines are continuing to blur, and the boundaries of responsibility are no longer ring-fenced. Enron and WorldComm are prime examples of what happens when a poor understanding of these responsibilities collides with a view of success limited only to the bottom line.

To service and run a 21st Century organisation requires a flexible approach based on a wider definition of 'success'. An approach based on an ability to bring people together in a strategic mix to produce 'fluid solutions' that will improve the business performance of any project undertaken, at any point in its development. An approach that is no longer content to remain within the rigid hierarchical structures that dominated 20th Century working practices?

The Andorra Group approach

The Andorra Group Limited was established in 2001, to provide a radical new approach to the identification and resolution of issues and problems



Purpose: Steve Bean

affecting large and small organisations seeking to improve performance. It comprises a number of separate but complementary companies: Andorra Research Limited; Andorra Consulting Limited; Andorra Technology Limited; Andorra Solutions Limited; Andorra Training Limited; Andorra Marketing Limited; Andorra Financial Limited; Andorra Legal Limited; Team Co-Activ. Individually, the companies provide an intensity and focus of service second to none. Combined, the Group has the ability to offer a pan-professional service.

It operates through a mix of in-house knowledge and expertise, partnership, joint venture alliance, know-how agreements and collaboration, involving

institutions and individuals with different specialisations, meeting the needs of the new workplace with a comprehensive range of professional services and support.

This range of services that Andorra offers is as wide as the organisations that it works with.

It delivers these via a universal business model developed by founder and Managing Director, Steve Bean, in collaboration with a number of leading European academics and practitioners. Crucial to this model is an understanding of 'people' and their centrality and importance to business and life.

"We see our main purpose as being to help organisations, businesses and the individuals within them to succeed," comments Steve.

"We see the business as being a collective of individuals and groups: employers, employees, customers, suppliers and the community at large. So, in order to help a business succeed, we have to help all these people connected in however small a way to the business, to understand what is meant by success and to recognise when they have achieved it. We're set up to do just that.

"We all know the traditional measures of success: increased turnover, greater profits, a bigger return on investment, less waste.



These are all perfectly valid. But what we often miss are what people themselves see as measures of success: getting home before 7pm every night, spending more time with the family, having more holidays, driving a better car, living in a better environment. These have more to do with what they feel than what they actually are. Such measures don't spring to mind so readily. Yet, in effect, they all contribute to the same thing: success.

"Of course, all of these things I've mentioned have an impact on the success of the organisation as a whole, but they come from considering the needs of the individual and the business: the anthropocentric organisation. Only by taking into account the requirements at the micro-level can

you hope to achieve real success on a macro- or corporate level, and on into the national and international arenas. "If people ask me, what the Andorra Group does," he concludes, "I say we help people. Now that's a big responsibility. If we promise to help, we have to carry that promise through. We can't afford to fail. We have to succeed."

"Andorra doesn't measure its success just by traditional methods – more clients, more profits, more turnover – but by what its clients, suppliers, employers and the community at large have achieved through Andorra's involvement and help." "We believe our approach to the bottom line really does deliver success to our clients. And that makes us feel successful."