

PART TWO: TMT EUROPE



TMT Europe

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President & MD: Graham Hunt

No. of employees: 165 (120 direct operations and 45 distributors)

Countries: 14 (7 direct operations and 7 distributors)

Revenue: \$28,096,000

Net income: \$844,000

TMT Europe's headquarters in Richmond, West London

TMT Europe is training consultancy specialising in positive corporate change. It is part of a group owned by the US multinational Times Mirror Inc. (see page xx) and has offices or distributors in 14 European countries.

The business solutions offered by TMT Europe are based on the requirements of the geographical region and the industrial or service sector in which the client is operating. This may involve just one country or different territories across the continent (see page xx).

TMT Europe's shares its headquarters in Richmond, West London with its UK office. As with each of the regional offices, TMT Europe (UK) has its own sales force and administrative staff

Integrated business solutions

In today's increasingly competitive and dynamic markets, managements are faced with the need for continuous improvement and adaptation. They need to ensure that they - and all of their people - understand their markets and customers and that they are able to deliver what their customers want from them. TMT Europe provides integrated solutions in the areas of:

- sales strategy and sales performance
- leadership/management of people
- service quality
- teamwork
- internal communication
- employee motivation
- customer relationships and customer loyalty
- improvements in structure, processes and procedures

*"The world is getting more competitive and standards have risen.
We have to get better to stand still and even better to move ahead."*

Vice President, 3M

Learning through inspiration

Too often, managements make a major investment in consultancy and training, only to discover later that little has been gained. TMT Europe believes that trying to impose change on organisations and individuals will not work. Rather, the solution lies in working alongside clients to develop inspirational action programmes which make people actually want a) to *learn* how to change, and b) to put what they have learned to immediate use.

Based on this belief, **TMT Europe's mission** is to help organisations learn to optimise their performance by:

- *developing* people, so they acquire new skills and competencies or improve existing ones, in order to serve clients better

*I tell you and you forget
I teach you and you remember
I involve you and you learn
Confucius*

- *enabling* people by ensuring that systems are aligned with the organisation's purpose

Summary of strengths

TMT Europe has a proven record of success built on years of working with dozens of leading European companies across a variety of industrial and service sectors. The company's main strengths can be summarised as:

Practical: All learning programmes are closely tied in to people's own jobs and experiences

Researched: Programmes are based on extensive behavioural research

Compelling: Programmes are designed and updated with the aim of inspiring participants by showing them how their jobs can be made more rewarding and effective.

Proven: Clients are provided with measurement tools and techniques to enable them to evaluate the gains that have been made. Numerous individuals and client organisations attest to the value of working with TMT Europe.

One recent example is Seeboard, one of the UK's leading energy providers. Seeboard has experienced seen a complete turnaround in its performance through a major cultural change programme, devised and implemented in conjunction with TMT Europe. In the year to March 1996, the company achieved a 53% reduction in customer complaints. Over the same period no domestic customers were disconnected for non-payment, compared to over 4500 in 1991. Surveys have shown substantial improvements in staff satisfaction as the programme has developed.

PART THREE: PARTNERS IN POSITIVE CHANGE

With each new assignment, TMT Europe consultants work in partnership with clients to look at their organisation from an objective viewpoint and identify areas where positive change can be made. TMT Europe consultants perform three roles:

- as business consultants, using their expertise to understand the client's business needs and develop and help implement effective solutions
- as strategic orchestrators, combining the information, resources and activities needed to support clients before, during and after the assignment
- as business allies, demonstrating a commitment to the client's short- and long-term success.

Customized solutions

TMT Europe's learning programmes have an inbuilt flexibility which allows them to be tailored to meet each client's specific needs. For example, when following PSS2000, the Professional Selling Skills Programme, participants are able to focus on their own organisation's sales strategy, products, services and support.

Training the trainers

Many of TMT Europe's programmes can be taught to in-company trainers through its 'train the trainer' package. Clients are thus able to master the training skills necessary to deliver the programme, understand and present the seminar content and respond to the needs of individual delegates.

Catering for different learning styles

Each individual has his or her own way of retaining information. Some prefer a strong visual element; others like to listen, and others to write their own notes. TMT Europe's training methods are designed to accommodate differences in learning styles through the use of video, audio and verbal communication, as well as written exercises, role play and group discussion.

Applying new skills in the workplace

TMT Europe's programmes are designed to enable participants to relate what they are learning directly to their own jobs. This increases their desire and ability to implement the new skills they have learned immediately on their return to the real work environment.