



Go MAD
Thinking

THE RESULTS IMPROVEMENT PEOPLE

BETTER THINKING. BIGGER RESULTS.

Certified



Corporation

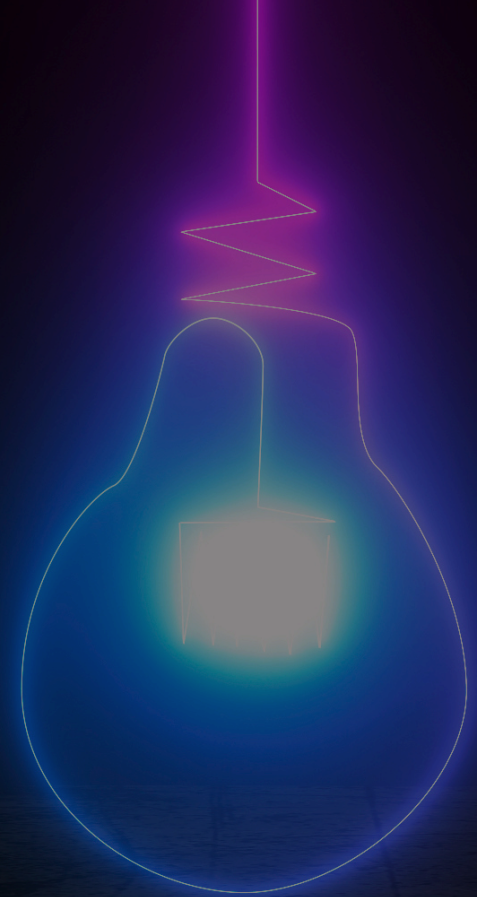
WHO WE ARE

Go M.A.D. stands for 'Go Make a Difference'—a rallying call for change, improvement, and acceleration. It's not about staying the same!

We are experts in team improvement, helping leaders drive behavioural change, developing teams to think differently and achieve transformative results.

We partner with clients to transform results. This could be a global change programme or a series of 60-day improvement challenges. We also grow internal capability through licensing our I.P. that is proven to improve productivity and accelerate performance.

More than that, we guarantee improved results for any team in just 60 days - or you don't pay.



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WHERE DO YOU WANT TRANSFORMATION TO HAPPEN?



INEFFICIENT PROCESSES

Streamlining and optimising processes to reduce waste and increase productivity.

CHANGE MANAGEMENT

Assisting with the successful implementation of organisational changes, such as new technologies or restructuring.

LOW CUSTOMER SATISFACTION

Improving customer satisfaction by enhancing service delivery processes and employee engagement.

COST REDUCTION

Identifying areas for cost reduction without sacrificing quality or service.

INNOVATION MANAGEMENT

Fostering a culture of innovation and implementing strategies to drive continuous improvement.

RESISTANCE TO CHANGE

Helping employees embrace change and transition smoothly during periods of organisational transformation.

LEADERSHIP DEVELOPMENT

Providing leadership development programmes to cultivate the next generation of leaders and build a pipeline of talent.



A WINNING FORMULA!

We focus on changing how people think. By changing the way people think, we can change their actions and, ultimately, drive better results. That's what makes us unique.

We equip leaders and teams with the necessary mindset to solve problems and transform results.

Better thinking, better actions, bigger results – that's the winning formula!

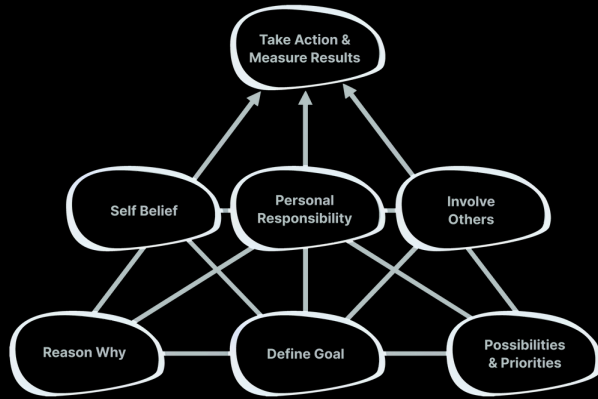
TRUSTED BY 460+ ORGANISATIONS



OUR APPROACH

EMBEDDING SEVEN CONNECTED
SUCCESS PRINCIPLES THROUGH
30, 60 AND 90-DAY
IMPROVEMENT CHALLENGES





“The beauty of the Go M.A.D. Thinking methodology is its simplicity and practical application. Whether it be defining strategic goals, problem solving, coaching teams or managing projects, the Solution Focused Thinking programme I first attended over 20 years ago has proved the most useful and impactful of all my leadership training.”

VP, Global Medical Affairs

MEASURABLE RESULTS

\$5 million savings

Kraft Foods, where Go M.A.D. Thinking orchestrated a 90-day initiative that resulted in a full-year savings of \$5 million, simply by refining leadership thought processes and fostering a culture of collaboration and accountability. Subsequent engagement with a broader leadership group uncovered an additional \$8.5 million in savings and \$1 million in innovative ideas. It's a compelling case of strategic thinking translating to tangible financial outcomes.

30% surge in productivity

Our work with Owen Mumford unlocked a 30% surge in productivity and an additional £1 million in device capacity. This was not through capital expenditure but by harnessing the collective creativity of their teams.

“Go M.A.D. Thinking has allowed us to deliver some fantastic improvement projects very quickly and very effectively. It's provided us with a common language across the business and given people the confidence to take on change in a much more proactive and effective way. The philosophy of short, sharp improvement projects is really effective. It has forced us to think about how we implement change and then how we embed change thereafter.

Chief Operating Officer



THE EXPERTS IN TRANSFORMING RESULTS

“The biggest R.O.I. for me was seeing the immediate impact that it had on leaders and their ability to take teams through change with minimum fuss. We started an entire organisational redesign programme that everyone told us was impossible to do at the beginning. However, using the Go M.A.D. tools, we got to the end of it on budget, in time. Brilliant!”

Global Head of Operations

OUR FOUR AREAS OF EXPERTISE

PRODUCTIVITY & PERFORMANCE

Improve productivity and performance through our Results Acceleration 60 and 90-day Go M.A.D.® challenges. We enable your leaders to apply our proven solution focused methodology to critical business issues to deliver a guaranteed **measurable Return On Investment**.

CHANGE MANAGEMENT

Equip your leaders with the necessary frameworks, tools and skills to successfully **support teams through change** - saving both time and money. We focus on the people side of change to handle uncertainty and reduce resistance, ensuring that teams bounce back up the change curve.

CULTURAL TRANSFORMATION

Transform your culture by engaging your people with the only programme in the world to **deliver quadruple impact** across your organisation and beyond. We work at speed to ensure performance improvement, enhanced leadership capability and team development, plus wide social impact.

LEADERSHIP CAPABILITY

Provide ‘shared mental software’ by embedding our practical problem solving tools and proven success frameworks. These enable your leaders to engage and empower their teams to have more purposeful and productive conversations, equipping them with the necessary mindset to **solve problems and improve results**.



WHAT MAKES US DIFFERENT

GUARANTEED RESULTS

We guarantee results. If you don't see a measurable return on your investment, you either don't pay us or we'll continue to work with you until you see significant measurable results.

THINKING DIFFERENTLY

We provide something different from other change and improvement programmes. We transform leaders and their teams by equipping them with the tools to think differently - driving innovation from the top down, and bottom up.

A FOCUS ON THE PEOPLE SIDE OF CHANGE

Too many organisations pay too much attention to the operational side of change and too little to the people side of change - wasting significant time and money. We focus on the people side of change to ensure projects are delivered on time and on budget.

PROVEN METHODOLOGY

We enable leaders at all levels to think differently, take action, and measure results by applying seven key success principles. The application of these in 60 and 90-day improvement cycles has achieved significant results for our global clients for over 25 years.

FLEXIBLE ENGAGEMENT MODELS

We consider anything is a possibility. Choose from full implementation, co-collaboration on design of projects, or a licensed approach to best meet the needs and capabilities of your organisation.

SCALABILITY & SUSTAINABILITY

We can scale from one team to hundreds of thousands of people through the expertise of our inhouse digital team. Our 12-step embedding and sustainability template ensures a lasting impact.



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CHANGE AND IMPROVEMENT - NOT
ABOUT STAYING THE SAME!**

MAKE A DIFFERENCE. GET IN TOUCH

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