



BUSINESS THERAPY

Models Overview

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Business-Therapy Models

Our expertise and access to significant industry talent, addresses the issues that business wrestles with. Experiences and learning have been developed through hands-on leadership and business management, providing an insight on how best practices are deployed in many organizations, and across different continents. We believe in therapeutic business solutions.

We utilize a simple application to each client engagement that we base upon our Therapeutic Models. Here we explain in a simplified manner how we deploy two main approaches within the context of the Models:

- **Solution Focused Therapy**
- **Strategic Therapy**

These Therapeutic models are driven by a Systems Approach to all of the processes and interactions within the context of growing ‘a sustainable business’.

The 7 pillars upon which we determine that a sustainable business is built are:

- Clarity of Vision and Leadership
 - Workforce Engagement
 - Product Services and Market Definition
 - Market Share and Opportunity
 - Effective and Efficient Processes of Interaction
 - Customer and Partner Engagement
 - Revenues, Margins and Profits
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- Reinvention and Renewal

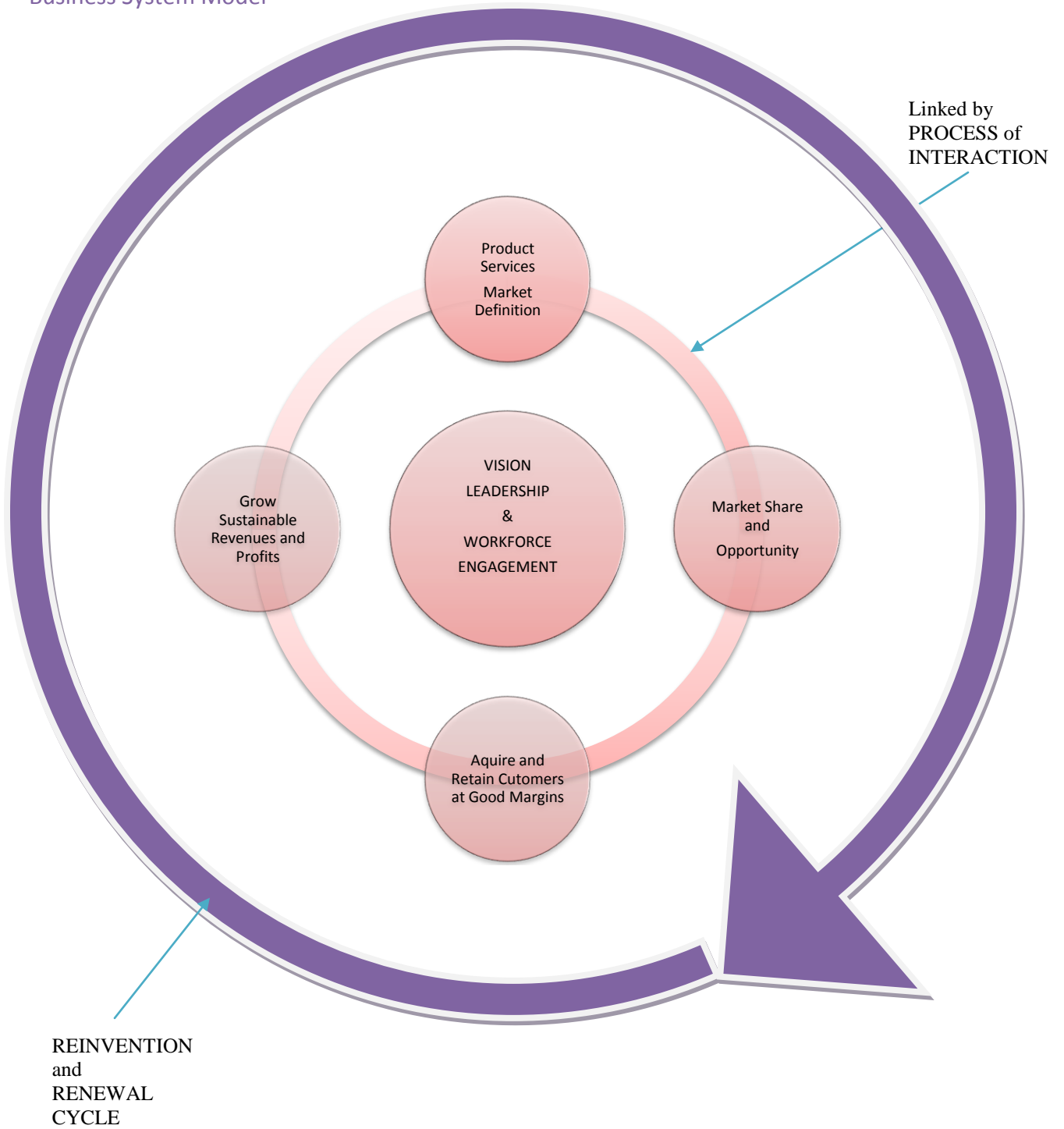
The journey to continuous improvement dictates that the Pillars are enveloped by the process of reinvention and renewal. Often the role of a consultant is to be the facilitator or *therapist* that enables the important stage of rediscovery and subsequent growth and development.

Our approach is explored in our paper on the fasEo HealthCheck – but put simply it follows:

1. Assessment – define the purpose
2. Agree the Desired Outcome – define success factors of end result
3. Validate the business enablers and results
4. Develop Plans for Solutions and/or build Strategic alternatives

By applying a **Solution Focused** or **Strategic Therapy Model**, based upon the needs identified by the client, we can quickly assist business leaders in confronting the mission critical areas and addressing them to reinvent and renew their sustainable business future.

Business System Model



SOLUTION FOCUSED THERAPY

Following this 7-step approach for assisting business, will find low hanging fruit and builds upon a sustainable dimension to invent new solutions.

- Define your problem(s)
- How will you know when they are fixed?
- We assume you know what you have to do – it is also your area of excellence
- Question what worked in the past? What is working now?
- Conjoin to redesign and redeploy your resources and renew your approaches
- Celebrate past Success
- Realign your ‘business habits’ and rediscover new Success

STRATEGIC THERAPY

Look at faulty areas, underperforming or problematic business behaviors.

If you continue to do what you do – you will *get what you get* today.

Expecting a different result is the definition of insanity.

Our approach in this therapeutic consult is to:

- Look at your cycle of behavior (using the fasEo HealthCheck toolset)
- Interrupt your business cycle(s) to have you do different things or change your actions to gain new outcomes.

Second Order Cybernetics

An effective intervention by fasEo Business Therapists will not only change certain business behaviors but changes the THINKING of all system participants (all stakeholders) resulting in far greater impactful and sustainable result outcomes.

Contact a fasEo Therapist and climb on the Business Improvement couch today!