

“Development: Increasing one’s ability to fulfil one’s potential”



Creative Partnerships

Experienced...

Professional...

Developers of individuals, teams and organisations

Thank you for taking a few moments to learn about us and our work.

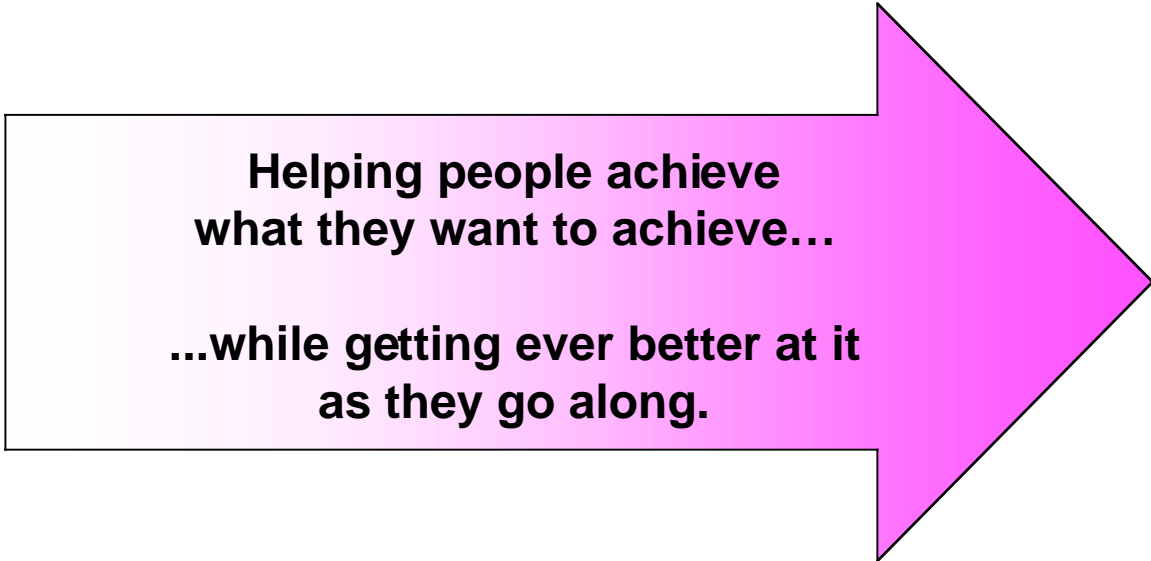
Creative Partnerships Sweden AB

is an education and organisational consultancy focused primarily upon enhancing the human factors affecting organisational success.

This introduction is designed to be “deep and brief”...to give you a reasonable understanding in 10-15 minutes of who we are, what we do and how we might be of value to you and what you are trying to accomplish.

There are 3 parts to this brochure:

- Overview of our Mission and Approach;
- Summary Overview of Services on offer;
- Further information about ourselves....who we are and what we like to do.



**Helping people achieve
what they want to achieve...**

**...while getting ever better at it
as they go along.**

Combining two forces...

The **desire to make a positive contribution**,
translated into the field of...

Performance

&

And the **desire to develop and grow**,
translated into the field of...

Development

**Helping people achieve
what they want to achieve...**

**...while getting ever better at it
as they go along.**

**...towards fulfilling
our Mission**

...people

We have made it our business to understand the human side of organisational life. We work with the generics that underlie performance and growth wherever people are involved in a common effort, regardless of their numbers or composition.

...achieve what they want to achieve

Performance... We want you to succeed. So we have put together a unique collection of methods and tools to help our clients clarify what they want, accurately assess their current situation, create, and most importantly *implement*, the means necessary to get from one to the other.

Helping...

We work with you as partners... expert competence standing side by side with you, helping where and however we can without taking over your responsibilities for the work at hand. We help our clients to perform better and learn more while doing it. This is our vision of a truly Creative Partnership.

Helping people achieve what they want to achieve...

...while getting ever better at it as they go along.

...while getting ever better at it as they go along

Development... The main focus of our approach – professional, learning-oriented support to help you and your organisation extract maximum learning from your everyday work situations, supplemented where appropriate by clear educational input to fill in gaps as they emerge.

Overview of Services...

Here is an overview of the types of situations we have been called into and the services we have performed.
As you will see, we are very versatile in our ability to respond successfully to many different client circumstances.

	Typical situations...	Services we have accomplished...
Organisations	Developing the leadership	Leadership Development Programmes – multi-module, international; Action Learning Programme; 360° Feedback Programme;
	Releasing further energy, ideas, innovation	Strategic Retreat; Business Innovation Search; Whole System Search Conferences (various large group interventions)
	Wanting continuous improvement & learning	Learning Reviews; Capability Development Programme
	Needing performance improvement	Operational Improvement Programme; Change Management Support
	Facing major crisis / change	Strategy Review; Data Collection/Diagnosis Services; Change Programmes
Teams	Starting up / Closing down	Team Start-ups; Goal Setting/Vision Building; Team Evaluation/Completion
	Performing well...Ready for next stretch	<i>TPP</i> Team Assessment; <i>Team360°</i> Feedback Programme; Whole Team Development Planning
	Under pressure	Strategic Review; Facilitation Support for key conferences, workshops, meetings
	In crisis	Diagnosis, Feedback and Development Planning; Conflict Resolution
Individuals	Ready for next step	Coaching for fast track learning
	In transition – career / life	Career Consulting/Structural Consulting
	In an unsatisfactory situation }	Individual/Performance coaching
	Facing “the wall” }	

If you are interested, some further information about...

Team Development

Experience is the best teacher....but learning from experience is the real challenge. We therefore utilise the team's real work as a primary learning vehicle – creating custom designed development programmes based upon sound underlying principles that are easily transferable into day to day operations. Equal attention is paid to climate issues, where high levels of feedback, honesty and openness in discussions characterise all of our work.

Management / Leadership Development

To lead effectively, especially in times of rapid change, one needs to blend who they are with what they do....and strive to fulfil their potential in both arenas. We utilise generic approaches that speed this development in our individual clients, while at the same time offering them the ability to apply these same methods for themselves in developing their own people. Our international development programmes are conducted in English, where we specialise in working with high-diversity, multi-cultural groups for whom English is often at best, a second language.

Developing the Developer

Our unique backgrounds have given us a deep understanding of the development process in human systems both large and small. Coupled with more than 15 years of running a successful, self-sustaining consulting practice, we offer other developers, especially those working as internal trainers and consultants, access to truly effective approaches for improving their professional craft.

Coaching

Coaching has been a part of our practice from the beginning and has been focused upon supporting clients regarding their specific situation and goals. While the set-up and content of the coaching itself will likely differ with each client situation, the underlying structure we have evolved is often similar, since it has proven itself successful over the years. We also train managers and other internal developers in these methods in order to raise their skill level and make coaching a more integral part of an organisation's culture.

Whole System Projects....Large Group Interventions

When a human system can “see itself and its performance” – whether a small team or an entire organisation – it immediately starts to self-correct. We are highly experienced in designing such processes – ways which allow large groups of diverse populations to come together in one room and actively work together to define and plan for achieving a common goal....all in real time. Core to this work is our “*WorkingWalls*” methodology – a simple, effective and highly participative way of accessing the often untapped wisdom of a group.

Change Management

We start with this point of view: Wide-angle, high-participation involvement at each step of a change process – as much as is practical and appropriate to the situation – is the best way to create and implement lasting change. We are also sensitive that not all situations or organisational cultures are suitable to this approach. We therefore custom adjust as necessary to get the right balance of both fit and stretch in the overall change strategy.

Background

Roger Benson is an American development consultant, born in 1948, based in Stockholm (Sweden). In 1988, together with his Dutch partner, Maria Trap, he co-founded Creative Partnerships, a consultancy focused upon enhancing both learning and performance in individuals and groups. Prior to 1988, Roger spent six years with the Findhorn Foundation, a centre for experimental education in Scotland. While there he designed and ran numerous courses, led a personnel unit, and then co-led the institution. He has published articles on the links between learning, consciousness and development, and produced instruments on team performance and organisational consciousness. He also lectured at Salford University in England on wholistic development and the human side of change.



His work

In all his work Roger has been exploring the more “generic” forces that underlie and affect learning, development and change in human systems regardless of scale. He also has considerable experience in the design and facilitation of large group interventions (40-200 people) highly participative in nature, involving whole system development. The main purpose of such work is to bring out the wisdom and focus the creative power of any group of people engaged in a common endeavour.

His practice

His consulting practice consists of roughly equal parts leading team development programmes, longer term leadership development programmes at the senior executive level, change/improvement initiatives and focused advisory/facilitation support for special circumstances and problem situations. Clients tend to be internationally oriented Swedish or European-based companies, such as Volvo Car Corporation, Sony-Ericsson Telecommunications, and Heidelberger Druckmaschinen.

Project sampling

- Time-To-Market improvement programme over 3 years resulting in halving of TTM (from about 30 to 12 months) for major software development projects.
- Organisational change strategy and implementation support for a transformation effort, covering 4000 employees spread over 26 international units. This included designing and facilitating a highly interactive, real-time “launch” event for the top 200 managers.
- As part of different international consulting teams, to design and conduct several executive (and high-potential) development programmes consisting of 4-8 multi-day modules over the period of 1-2 years, conducted in different locations around the globe.
- Designing and rolling-out an intensive “Leading Change” seminar for all managers (±150) in a telecom systems development organisation.
- One-to-one executive coaching.
- Leading team development involving designing and conducting longer term development programmes utilising an integrated approach – helping the individuals and the team as a whole to maximise their learning and development from doing their everyday work together.

Contact: rlbenson@creativepartnerships.se

Background

Maria Trap is a Dutch sociologist, born in 1950, currently based in Stockholm (Sweden). Her past work experience includes advising institutions for social work and being a training manager at Leiden University in Holland. She lived and worked for 5 years at the Findhorn Foundation in Scotland where she was part of the Personnel Department and ran numerous developmental courses. In 1988, together with her American partner, Roger Benson, she co-founded Creative Partnerships, a consultancy focused upon enhancing both learning and performance of individuals and groups. Maria is fluent in Dutch, English and Swedish, with a further understanding of Spanish, French and German.

Her work

Being a skilled facilitator, Maria successfully helps individuals and groups to



achieve the results they want to achieve, as well as develop themselves in the process. She brings to her work an understanding of international diversity, respect for individual differences, and a great desire to support people who want to develop or create changes in their life/work situation. She has developed a unique coaching structure that helps clients to be successful through working with their 'inner' pictures(mindset) as well as their 'outer' action plans.

Her practice

Her present practice consists mainly of:

- Design/facilitation of interactive workshops and conferences – from small team development workshops to high participation large group interventions (40-200 people);
- Individual coaching focused on performance improvement for managers and staff members;
- Teaching coaching methods and skills to HR professionals and managers.

Project sampling

- Designing and facilitating a variety of team development events, ranging from start-ups, mid-point evaluations, to completion workshops;
- Creating and facilitating a Team Coach Training – designed to train a pool of in-company team coaches – and a Coaching Skills Training.
- Co-designing and facilitating several highly interactive, large group events for all people working in the company;
- Running an Executive Coaching Programme for managers, structured in a series of individual sessions, designed to develop specific leadership capabilities.

Contact: mariatrap@creativepartnerships.se

At the end of the day, it is most important that you get precisely the professional resources you and your unique situation require.

If this short introduction has proven interesting to you – if some of what we have tried to communicate here “rings a bell” – then please feel free contact us at your convenience. We can then explore together without commitment to see if there might be a profitable match between your needs and our abilities. You can also visit our website at www.creativepartnerships.se for further information.

If not appropriate for you at the moment, you may be aware of others in your network for whom this could be interesting right now. If so, you are welcome to forward this information to them, for which we would indeed be grateful.

On the other hand, while we are quite versatile and effective at what we do, our approach may not be for everyone. We are however part of a larger network of trusted professionals in a variety of fields whom we can involve or refer you to if appropriate.

In either case, thanks again for taking the few minutes here to meet us and learn of our work. We wish you every success in your ventures.