



SERVICES FROM PROFESSOR MERLIN STONE AND HIS TEAM AT WCL

MANAGING CUSTOMERS, CITIZENS OR STAKEHOLDERS

Professor Stone is the WCL director responsible for WCL's Customer and Citizen Management Practice, leading a team advising clients on marketing and managing customers, citizens or stakeholders. We draw on our experience from many sectors to help clients set their direction and ensure that they stay on track. We are particularly qualified to help with significant changes in management processes and systems, in products or services, in distribution or communication strategies, or in partnering with other functions, stakeholders or business partners. We also advise on the selection of suppliers. Here, our main contribution is to set up and manage the process for short-listing, evaluating and selecting suppliers and subsequent governance and inter-working processes. Professor Stone also acts as an expert witness/advisor on topics in marketing, sales and service, in situations where companies are bidding for contracts or involved in litigation.

Benefits

Your strategy and policy are realistic and consistently implemented. Your legal problems are solved better.

THOUGHT LEADERSHIP/PUBLIC RELATIONS

Thought leadership gets you noticed. Incisive research and analysis, clearly presented, gives the media great material to report. In business to business, a cogent report can be used with the media and as a marketing tool directly with customers. In consumer markets, normal broadcast and published channels are complemented by the Web. We produce reports to influence media, customers, shareholders, business partners, suppliers or government, through high-quality research and writing, resulting in powerful media coverage, more favourable opinion and better results. We work with public relations agencies, suggesting new research angles, developing and delivering research plans and helping gain media coverage. We leverage Professor Stone's reputation as a leading business researcher, thinker, writer and publisher, his contact network in industry and in broadcast or published media, and his ability to generate new contacts.

Benefits

A stronger reputation and increased visibility, from even better, more cost-effective, longer-lasting PR.

PUBLIC SPEAKING

Every organization wants to motivate their people – from senior management to front-line staff, to achieve more. Professor Stone uses his knowledge of how companies have succeeded or failed to show what can be done and how each individual can help their team succeed. He draws on his experience as director, manager, consultant, recruiter and front-line seller to tell tales from the front line that keep audiences interested and amused. He is always controversial.

Benefits

Your team is better briefed, more motivated and focused and happier.

TRAINING, SEMINARS AND CONFERENCES

We are experienced marketing, sales and service trainers, at any level. We organise conferences and seminars, to communicate, motivate and/or sell, for staff or external audiences e.g. customers, prospects, business partners. We can in some cases recruit prospects to seminars and raise sponsorship. We also source and brief external speakers for training or conferences, using my extensive network of contacts.

Benefits

Your team is better trained and informed. Your customers, business partners or stakeholders do more business with you.

COACHING AND MENTORING

Many managers need help in raising their game so they can be stronger leaders, influence colleagues better, build more effective teams, or partner better. We help candidates by combining coaching (helping them to understand and/or decide what goals they can achieve for you and then to achieve these goals), mentoring (providing role models, examples and learning opportunities), expert advice (suggesting specific ways to improve) and training (to improve their personal and professional skills). Our services are designed for your senior people who are performing well, but whom you need to perform even better, as well as middle-level managers who could be high-flyers. We ensure that deliverables are aligned with the objectives and plan of the department to which the candidate belongs.

Benefits

Motivating and keeping your best people and helping them and achieve new performance heights

IT GOVERNANCE

WCL's audit tool is designed to help you improve how your IT projects and programmes are constructed, managed and governed, the role and contribution of major IT systems and service suppliers and how your routine IT operations are being managed, in terms of performance, risk, compliance (regulatory, legal, professional etc.). Our assessment approach is designed to improve the consistency, quality, transparency and measurability of your governance approach. After assessment, we recommend what needs to be done to improve things, and if you want, help you make those improvements.

Benefits

Your IT is delivered more consistently, less problematically, with better results

MORE INFORMATION

For more information on any of these services, please contact me directly on merlin.stone@w-c-l.com or on 07968 271937