



Why what we do is essential
for your business, and you.



SI&C

TOMORROW'S IDEAS,
TODAY.

Focus Shift, the journey.



Focus Shift was developed out of a desire to radically improve how consultancy services brought value to the corporate sphere. Too often, services have been provided where teams are analysed and evaluated, left with unattainable outcomes. Our founder usually saw employees being told they had to fit a defined perfect metric, or mould, which was usually unattainable. Focus Shift was born from a conversation, one in which a colleague spoke of a survey they had undertaken, which provided an analysis of their management style and personality.

This was useful information to them, but the way it was presented made them feel uneasy; it featured all the things they couldn't do and prescribed a single pathway to success. The reading list provided pointed to their first step in the journey; they read one chapter, became so frustrated that they never read again. The result, all that work and expense, is now wasted sitting as a document gathering dust with the opportunity cost spent.

What we focus on is understanding that your team is diverse, is made up of individuals, hold their own opinions, thoughts, dreams, and desires. As we create order, we can sometimes flatten and forget that those employees are not quite the 'normal', 'perfect', or fully capable models your business requires.

However, this doesn't mean that the experience you require to meet your strategic goals is absent. Your people have years of experience, and the average Gen X person will have been through an estimated 3-5 major career changes within their lives. The same person would have been through an average of 15 to 17 actual jobs. The experiences will be vast, statistically speaking, so many different interpretations exist in this scenario. And yet most tools focus on developing your people to be something different, something usually far away from their current position.

That's where Focus Shift changes the narrative. Our product is designed to leverage your team to get the most out of your future. Your strategic goals are mapped to what your people can achieve based on this library of experiences. We extract that deep knowledge to maximise the benefits for you. No long-term development plan, simple data collection, analysis, 10 weeks, and you will have the next three years sorted for your business.

The most valuable resource we all have is time; money is merely a quantification of time. Let's not waste a single second more looking towards an unattainable future. Obtain your business's journey, success, and development. Change your focus today.

What we stand for...

Our values focus on nurturing the CORE of our business.

- Customers as partners
- Openly inquisitive
- Reputationally renowned
- Exceptionally talented

Our mission

To unearth those lost talents and skills your team has, looking to maximise what is inside, we aim to get the full potential out of your team to realise your strategic goals, at pace.

Our Vision

To create people-centred, simpler, and value-driven results for our clients that help ensure their teams perform to the best of their abilities. We aim to unlock your people's abilities, saving you time and effort whilst improving the social mobility of your team. Finding the best teams to carry out your most important work is what drives us every day.

Why working with us delivers so much value.

We believe that through giving we will receive all we need. Our business is one which benefits business through the complex and useful work we provide whilst also working to improve our clients personal lives and interests. From the profits of every sale we make we promise to donate 5% to causes elected by our clients that benefit others or society. Helping us, helps you.

We also promise to provide 10% back on the price you paid for our products of any referral sale that buys. If you want more we love to hear from you, about how we can improve our products, If you are willing to feedback through our customer insights platform we will provide an additional 2.5% discount to your sale price.



What does Focus Shift do?

Our detailed analysis and reporting provide organisations with the tools and functionality to manage their entire strategic approach and execution. Our solution and detailed analysis crunch over 211,000* data points on your teams to unlock a structured, evidence-based approach to your future strategic development. The provision of our detailed three-tier reporting structure provides development for your team, a clear overview for deployment at the executive level, and detailed options analysis for your board.

Our tool enhances how your team can future forecast what their next steps are, like stepping stones across a pond; we help your business reach your goals. Our tool enables your executive team to leverage the in-between steps that are fundamental to improvement and change. We focus on evolving and iterating your decision-making so that you can reach those larger goals whilst making the most out of what you have today.

Focus Shift enables teams to play to their strengths, motivates your people through elevating their strengths, and removes the risk of poor planning. You now have a deep insight into what you can achieve, providing the runway for lift until you add to the dynamic to change the outcome. Don't get left behind with a stagnating strategy.



*Based on 20 individuals using the Focus Shift product

How we work with you.

At SI&C, we take our customers through an implementation journey that ensures a smooth, painless, quick, and efficient process of discovery. We pride ourselves on delivering high-quality, integral, reporting, and detailed analysis that provides pathfinder services and solutions. We gain such an in-depth and deep understanding of your people and organisation that enables us to tune your strategic vision for maximum performance.

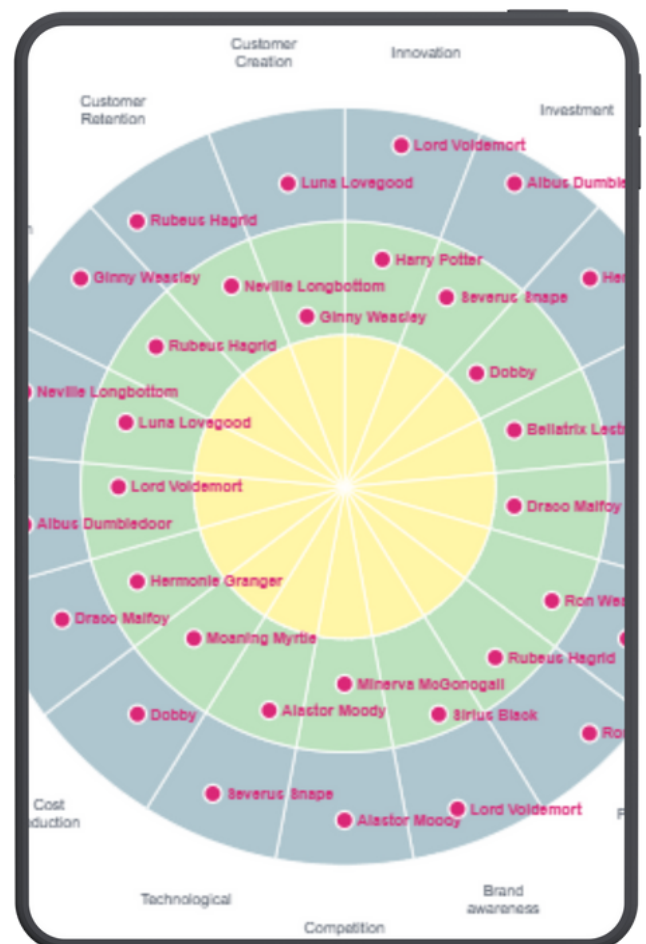
At the heart of our implementation process is strategic alignment optimisation to leverage the most out of your current team to realise your business's strategic goals. This is vital work that is becoming more important and necessary, with more advanced data and the increased direct applications of AI, in businesses' strategic advantages will be one of the key areas where businesses stay ahead.

Once our process concludes, you can expect that your team will each receive a customised report highlighting where they are best placed within the business in relation to your strategic goals. The real magic starts with the following.

- Strategic oversight and deployment report
- Options appraisal analysis
- Board overview
- Interactive digital dashboard
- Human capital strategy
- Our forecast weather map
- Benchmarked research

So, for a team of 20 middle managers you get over 210,000 data points analysed on them.

- 20 individual reports
- 6 additional reports (plus the number of prints you need)
- An interactive dashboard so you can pursue your own planning with your executive team and board.



Who do we work for?

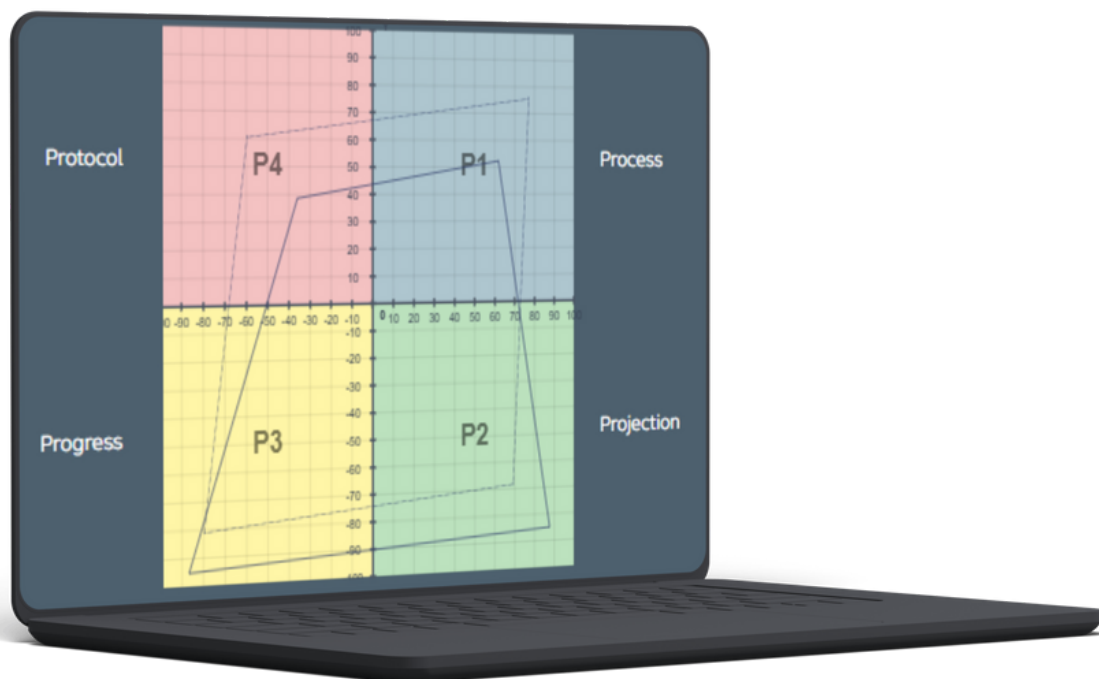
Focus Shift is designed to specifically aid people in great need of rapid information accumulation in short periods of time, and as such, it isn't designed for everyday use. We specifically work to provide confidence, capture knowledge, and rapidly develop that strategic focus for senior managers and board members.

What types of businesses do we work with?

We work with all businesses, but our product gains the most leverage for companies that are unsure of their next steps or lack historical corporate knowledge. Examples of the business cases that would benefit from our expertise and insights:

- Have appointed a new executive leadership team
- Have had a change in their board of directors, including chairs and presidents.
- Are preparing for a large strategic change in their business focus
- Have experienced a high turnover of staff (15% plus) in the last 12 months

This isn't to say that our product only benefits companies in those examples; however, it maximises the position of companies that are experiencing those problems. We are dedicated to helping keep businesses aligned with their goals and desires, particularly in times of change and uncertainty. If you are feeling uncertain about your business, perhaps you have been recently appointed as the new chair, president, or CEO, and you need to make strategic decisions quickly, then let us help you. We can really change your positioning, confidence, and understanding quickly, usually taking no longer than 8 weeks.



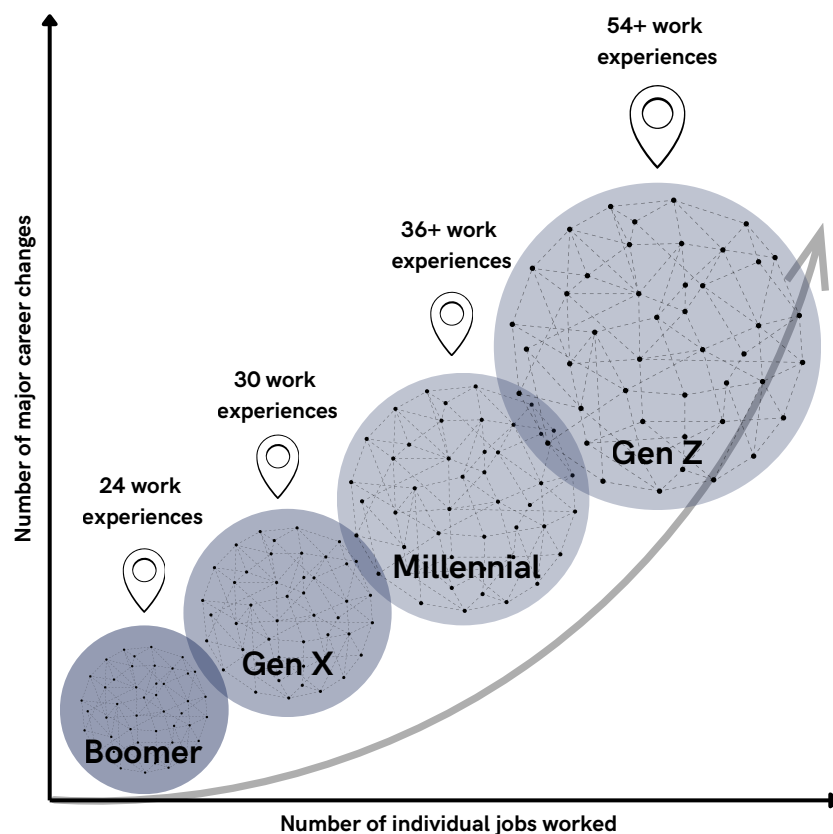
Why our work is vital?

Our world is changing faster than ever before; we know you don't need to be reminded of this fact. However, we would like you to consider how the requirements to operate within the world will be. As technology becomes increasingly independent and self-regulating, people will be needed for different roles. We also face a world where birth rates vary between different parts of the world, but in particular, the Western world is seeing a larger rate of decline. Additionally, the gap in the ability to afford larger wages between small and medium-sized enterprises and those that are large is getting deeper every day.

We also look to the world ahead, multiple generations are expected to hold 20 plus jobs in their lives, with at least three to six major career changes expected for millennials, Gen Z, and Gen Alpha. This is a huge increase when compared to the Boomer generation, and we believe businesses must adapt to capitalise on this shift in the way our world works. To us, it's like remaining on analogue when the world went digital; in the end, you don't receive any information.

We believe that to excel in the future is to deeply look at the people within your organisation for the hidden and broad strengths and experiences that your people hold. 44% of new hires don't work out as intended, according to the Harvard Business Review. If you were to bet your house on those odds, the majority of us wouldn't. We then need to account for the learning lag that naturally occurs as that person transitions into your business and culture.

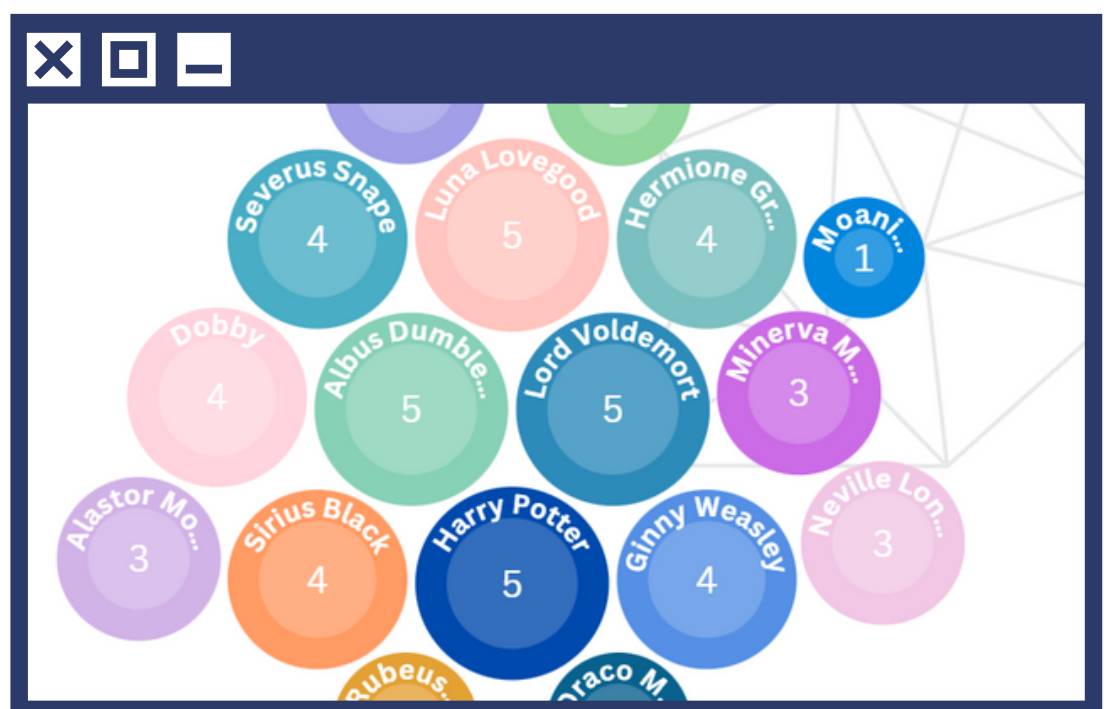
While we know that at times, particularly for highly specialised roles, hiring externally will be necessary. But we believe this will be more project-based in the future, paying a higher amount for a limited number of months to accomplish the task. Strategy planning doesn't require a whole new set of people; we want to show executive teams that by reframing how they address strategic planning, they can maximise their most expensive, immediately available asset, their people.



What do we measure?

We measure over 10,587 points of data for each individual through our process. This number isn't random, it's by design. We combine learning, questions, techniques and analysis from many great authors and verified experts within the business, development and analysis fields. We take that knowledge and condense it into 100+ questions all deeply designed to extract and test the knowledge of your team, and organisation. We gain insights on the following:

- Personality drivers
- Knowledge of strategic business objectives and meeting them
- Technical know-how
- Confidence in taking action
- Independence of thought
- Reinforcement of learned experiences and applying those lessons at work
- Self-awareness and interaction with others (customers and colleagues)
- Most effective position within the team to meet current strategic objectives
- Defining how you manage through our unique '4 peas in a pod' method.
- Knowledge, skills and professional behaviour
- Strategic heatmap planning
- Strategic team formation
- Team overview on improving core functions
- Board level strategic options analysis
- Detailed development reports for each individual
- Detailed summary and roadmap to meet strategic goals



What packages are available to you?



What does this product do?

Core catalyst is designed to provide you with a solid foundation to start a chain reaction within your business. This product is designed to provide you with a comprehensive and complete overview so you, and your executive team, can better position your people to meet your businesses goals. Our product is carefully designed to uncover your people's strengths from what they do at work, and in their spare time. Our product taps into this hidden expertise and aligns this within their professional skill set to maximise effective deployment to strategic objectives.

Your executive team is presented with a comprehensive and holistic overview highlighting the organisations main strengths helping you to evaluate this against your intended strategic goals to position your people for maximum effectiveness. This is also provided in a condensed board report for shareholders, stakeholders and governance meetings. Finally, we include a comprehensive set of benchmarked data from comparable sources, this helps provide you with references to how well certain aspects of your business score.

Who is this product for?

Businesses and organisations experiencing or seeking:

- Rapid alignment to their strategic goals and objectives
- Quickly adapting to changing environments born from external or internal developments
- High turnover of staff due to internal and external pressures arising from competitive forces
- Persistent underperformance against key performance indicators or strategic objectives
- Executive turnover due to newly formed management structures
- Large scale change in key stakeholders, shareholders, presidents, or governance

How long until I see results from this product?

Executive teams, governing boards, shareholders and presidents should expect to see tangible outcomes within a minimum of 6 to 8 weeks with organisational wide implementation within a quarter of purchasing Core catalyst.



What packages are available to you?



What does this product do?

Talent nexus is for those businesses with a large appetite to transform their business and move quickly through their main asset, people. This equips your team with two highly tailored and important products that really identify and uncover the most operationally prolific actors you have in your business to meet your objectives.

The first of which is the People Prosper Program (P³). This equips your people and culture teams with a range of deep data and insights to become operationally equipped for change, quickly. This includes our special high performers (HiPo) process which focusses on identifying the 20% of top talent within your business, to equip your executive team with the best leverage to exceed your strategic objectives. Additionally, it helps your teams implement a structured implementation roadmap through our 4 pillars approach which identifies the key areas your people and culture team need to focus on for success.

The second initiative we provide your executive team is through our inverted Pareto Principle formula, this strategically deep dives the analysis to uncover your top 20%. This provides a scope for your team to focus their attention on ensuring the top 20% of people succeed in meeting their goals leveraging your team to maximise success against your goals.

Who is this product for?

In addition to the points raised on page 9 businesses and organisations experiencing or seeking additional direction on:

- Rapid implementation of the most effective deployment of staff against the businesses strategic needs
- Maximised success against those strategic objectives set by the board and shareholders
- Talent promotion to ensure that the correct people are awarded the most effective positions within the organisation, or provided the tailored support quickly to ensure success
- Protective defence against underperformance as a result of unusually high periods of turnover or in difficulties retaining staff through either competition or increased costs.

How long until I see results from this product?

This product includes Core catalyst so initial results will appear within 6 weeks, extended results from the product should be expected by the end of the quarter or 16 weeks.



What packages are available to you?



What does this product do?

Performance apex is really aimed at firms that are seeking widespread and disruptive change. This will be an increasingly important factor in the coming years as we progress through the 4th industrial evolution. This product provides businesses and organisations seeking to accept a period of disruption whilst they consolidate so they can position themselves to slingshot the competition. It is also highly effective at mitigating the effects on the business when you are seeking entry into new and different complex markets.

This product provides management teams with adaptive, clear and focussed competitive analysis of the options available to them. We ensure that you are equipped with a suite of variable options to choose from that accounts for the net present value, gross value added, and TOWS matrix analysis so that your management team is equipped with the best intel to inform their decisions.

We also provide a Forecast analysis which helps your team model the impact of the proposed changes through identifying the requirements you need in strategically planning your future workforce needs. This product mitigates your future recruitment plans to ensure they meet your current needs whilst planning for market disruption and integrating effective measures to mitigate turbulence.

Who is this product for?

In addition to the points raised on page 9 & 10 businesses and organisations experiencing or seeking additional direction on:

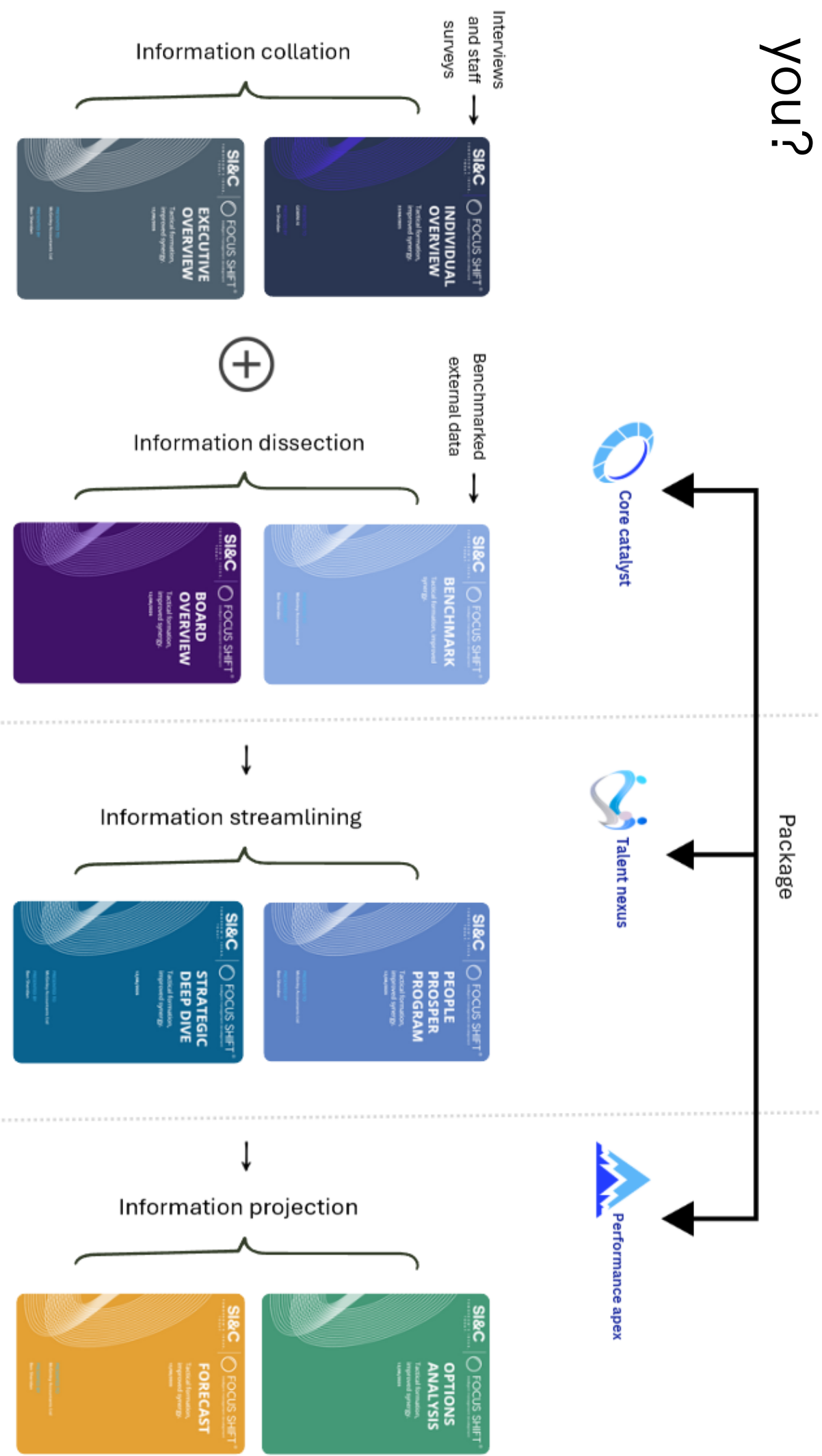
- Any business taking a long-view on their performance and strategically averting future changes in recruitment, engaging their people, and future-proofing their business operations
- Businesses that are preparing to undertake large-scale changes to their products, strategy, and approach to their business operations
- All presidents, governors, majority shareholders, or stakeholders with majority control preparing to implement change, or seek a deep understanding of their newly acquired enterprise

How long until I see results from this product?

Executive teams, governing boards, shareholders and presidents should expect to see tangible outcomes within a minimum of 15 to 20 weeks.



What packages are available to you?





An example of the types of articles that have influenced our process.

	Innovation	Investment	Efficiency	Agility	Pivot	Culture	People	Brand Awareness	Competition	Technological	Cost Reduction	Price Maximisation	Increase Revenue	Customer Satisfaction	Customer Retention	Customer Creation	Growth
Value Proposition Design	•							•				•	•	•			•
The Mom Test	•														•		
The Lean Startup	•	•	•	•	•						•				•		•
Testing Business Ideas	•			•											•		
When Coffee and Kale Complete	•													•	•		
Intercom on Jobs to be Done	•		•											•	•		•
The Lean Product Playbook	•													•	•		•
Contagious								•						•	•		•
Made to Stick						•	•	•					•		•		•
Blue Ocean Strategy	•	•		•	•		•	•	•			•			•		•
Purple Cow	•							•	•						•		•
Positioning								•	•						•		
The Innovator's Dilemma	•	•		•	•			•	•	•			•		•		•
Crossing the Chasm													•	•	•		•
Hooked						•	•					•	•		•		•
Profit First		•	•								•	•	•				•
Financial Intelligence, Revised Edition		•	•								•	•	•				•
Simple Numbers, Straight Talk, Big Profits!		•	•								•	•	•				•
Strategic Cost Management		•	•						•		•	•	•				•
Revenue Operations		•					•					•	•				•
The Pricing Model Revolution								•		•		•	•				•
Front Impossible to Inevitable	•	•										•	•		•		•
Measure What Matters		•	•	•		•	•			•							•
Cost and Value Management in Projects		•	•							•	•						•
Cases in Cost Management		•	•						•	•	•						
Lean Cost Management			•							•	•						
AAACE International Total Cost Management Framework		•	•							•	•						•
Cost Accounting			•							•	•						•
The Personal MBA	•	•	•	•	•	•	•	•	•	•	•	•	•	•		•	•

What's important to us.

We believe that giving is the most powerful thing we can do in our society. At SI&C, we aim to improve the lives of those we work with through crafting more dynamic teams that work cohesively to exceed their current potential and positively change their businesses. But outside of work, there is an increasing need for us to contribute to our society. We promise to donate 5% of our profits to causes you care about, whatever they are.

That's why our partners recognise us in achieving this goal and work towards a better tomorrow. We strongly believe in helping our veterans reintegrate into our society from a life of service and dedication, which is why we strongly support the Armed Forces Covenant.

We also care deeply about mental health; consistently, this is decreasing at work, with many employers stating that their employees have become less satisfied with the work they do. Our products focus on improving their sense of worth and value. That's why we have committed to Mind's mental well-being at work charter to help improve people's lives.

When you work with us, you gain a committed partner with a strong vested interest in making your business better, improving your people's skills, developing the space in your world, and improving your people's resiliency to meet the opportunities of tomorrow.



Have you checked that you have claimed all the benefits you're entitled to when working with us?

Don't forget that when you work with us you get the following benefits:

- 5% of profits from each sale donated to a charity of your choice
- Refer us to a buyer and get paid
- Provide feedback and earn a 2% refund

SI&C
THE 5% CLUB 

SI&C
OUR REFERRAL PROMISE 

SI&C
CUSTOMER INSIGHTS 



FOCUS SHIFT[®]

Intelligent management development

www.siandc.org
info@siandc.org
08000314349

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