

Discover a better way of working . . .



We can see real profit benefit.

In both our offices and factories quality and productivity are continually improving and waste is reducing. Paul Hollingworth has helped us increase our effectiveness and achieve a positive change in our culture.

There is no doubt about it – Fourth Generation Management works.

G Holden, Finance Director,
Marshalls Plc

This is not another management "fad". Paul Hollingworth has helped us to understand and apply the principles of Fourth Generation Management. This affects every decision we make. We have seen remarkable improvements in many areas across the whole organisation.

P Norrington, OD Manager,
Raflatac Ltd.



4GM Consulting's Fourth Generation Management workshops were a revelation in opening people's eyes and minds to a new and better way of working. Customer service began to take on a new meaning - we now have a better knowledge and understanding of what the 'voice of the customer' is really saying, and what is required to continually improve. Not just with customer service, but in all aspects of the business.

K Williams, Quality Manager,
BMB Ltd.

Feedback from every training course that 4GM Consulting have run has been positive. Paul brings with his sessions a degree of humour, but above all a simple message, clear, concise and always practical.

I have no hesitation in recommending 4GM Consulting to new customers, particularly those looking for bottom line improvement through reduced waste and better management skills.

D Taylor, Managing Director
AAH Pharmaceuticals Ltd.

After they have successfully applied 4GM principles, our clients often tell us that what we advocate is 'common sense management'.

But if it were common sense, wouldn't everyone already be doing it?



Paul has worked with us for six years on a two week strategic management programme tailored to deliver objectives set by the client, Lloyds-TSB. Paul is totally reliable, always well prepared, and flexible, responding quickly to client driven requests.

R Martin-Fagg, Director,
Henley Management College



Fourth Generation Management provides a coherent set of operating principles for any organisation. In 4GM Consulting, we work closely with client organisations to turn 4GM theory into results. Naturally, our training and development services all incorporate 4GM principles. These services are also available in-house as stand-alone interventions.

Business Improvement Consultancy

Services include:

- ▶ customer focused strategy development and deployment
- ▶ large group interventions
- ▶ rapid change management
- ▶ Mercury – turn-key consultation solutions
- ▶ customer expectations research
- ▶ lean thinking / lean manufacturing
- ▶ rethinking construction
- ▶ team building events
- ▶ HR systems
- ▶ effective 360° appraisal systems
- ▶ 1 on 1 coaching



PH with Dr W Edwards Deming in 1991

Training & Development

Services include:

- ▶ management development
- ▶ innovation and problem solving
- ▶ lean thinking / lean manufacturing
- ▶ effective use of management information
- ▶ process improvement using graphical methods
- ▶ handling people problems (basic counselling skills)
- ▶ consulting principles for internal change agents
- ▶ project planning and management
- ▶ customer care
- ▶ effective complaint handling
- ▶ design of experiments
- ▶ creative teamwork
- ▶ team building events
- ▶ psychometric testing / profiling
- ▶ recruitment and selection
- ▶ managing attendance
- ▶ discipline interviewing
- ▶ instructional techniques
- ▶ presenting yourself
- ▶ time management
- ▶ assertiveness
- ▶ team briefing



Conventional wisdom would suggest that 4GM Consulting promise the unachievable. However, Paul Hollingworth has abandoned much of what we understand as 'conventional wisdom' and I'm sure that this is how he delivered such outstanding results for us.

Bob Adsett CED Manager
City of Bradford Met. Council

... contact 4GM Consulting

www.4GM.com