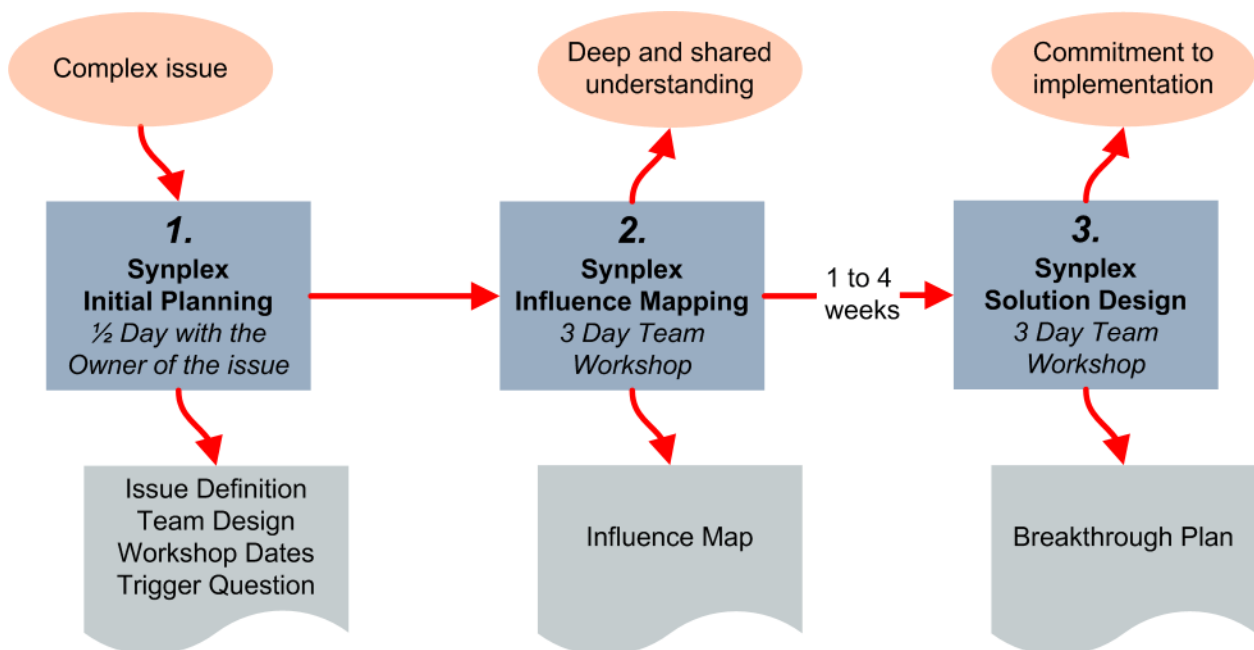


## Synplex

**Synplex** is a proven process that enables organisations to make breakthroughs in complex situations, such as strategic development, mergers and acquisitions, transformation projects, and contingency planning.

**Synplex** can help you to discover and apply more of the knowledge and experience already embedded within your organisation, avoiding reliance on external consultants. It does this by providing the means to change mental models and to clear the associated barriers that are preventing progress.

**Synplex** is a combination of facilitated group techniques and language-based software, and is delivered on a fixed-price basis with pre-agreed deliverables. The process can work with team sizes up to 35; a more typical group of 20 will complete the whole process in 6 workshop days.



The **Synplex Influence Mapping** workshop allows a complete picture of the complex issue to be developed, utilising the diverse perspectives of the participants. A shared understanding is developed of the fundamental factors controlling performance.

The **Synplex Solution Design** workshop builds on this to create an action plan which will make the breakthroughs in key areas. The process embeds commitment, giving high confidence that the plan will follow through into successful implementation.

Complexity Solutions has applied Synplex successfully for 16 years with leading FTSE 250 and Fortune 500 companies and US and UK government departments and agencies, including:

Organisation Name	Sector	Application type
Rolls-Royce plc	Engineering	Strategic Planning
UK Ministry of Defence	Defence	Support strategy planning
Morgan Stanley	Financial Services	Strategic planning
UK Ministry of Defence	Defence	Logistics planning
US Dept. Health & Human Services	Emergency Preparedness	Bioterrorism contingency planning
Coca Cola	Food products mfr.	Business problem audit
Egg (Prudential UK)	Internet banking	Strategic business planning
Lucent Technologies	Telecoms eqpt Mfr.	Contract mediation
Merck	Pharmaceutical mfr.	Strategic business planning
Proctor & Gamble	Consumer non-durables	Organisation redesign
US Dept of Energy	Nuclear production	Federal rule-making
British Telecom	Telecoms services	Marketing planning
Detroit Diesel	Diesel engine mfr.	Reengineering procurement
University of Texas (INSTIL)	University Institute	Advisory Board strategic planning
Xerox Corporation	Electronic Imaging	Supply chain planning
Atomic Energy Canada	Nuclear Research	TQM planning
Loblaws/National Grocers	Food wholesale/retail	Acquisition integration

*Comments on the process from clients:*

Commodore Ian Tibbitt, **Royal Navy**:

*“Complexity Solutions decision support tool allowed us to effectively turn an aspirational concept into a deliverable process and organisational contract in just a few days.”*

Herb Vinnicombe, CIO, **Lucent Technologies** (Lucent CIO/ **IBM** Global Technologies project):

*“We have achieved more in two days with this process than our two companies have achieved in the past two years.”*

Michael D. Uva, Head of European Investment Banking, **Morgan Stanley**:

*“...refreshing and thought provoking...we are in the process of following up on the plan...”*

**UK Ministry of Defence** internal assessment report:

*“The process appears to be sufficiently flexible to deal with a myriad of complex issues and problem types...It appears ideally suited to support any future ... restructuring work.”*

Joe Fitzgerald, **US Dept of Energy**:

*“The whole department feels included in ways they never have before...we are not experiencing the usual pushback...we are experiencing unprecedented progress...”*

Wayne East, Vice President, Systems, **National Grocers**:

*“As you know, most people felt at the outset that the task given us was impossible. The session clarified the goals, generated a team spirit plus a ‘can-do’ attitude. Our project was completed on schedule and was considered a great success...”*

Jim Ware, VP R&D, **Trus Joist** (the R&D division of Weyerhaeuser):

*“The bigger, more complex and difficult the issue, the bigger the advantage your technique has over other approaches for dealing with it.”*