



**COMPANY PROFILE**

FOUNDATIONS TO AUGMENT YOUR BUSINESS



[sydsenconsult.com](http://sydsenconsult.com)



# CONSULTING

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## Who is SydSen Consult?

SydSen Consult is a proud subsidiary of the SydSen Group and follows a systemic approach which revolve around the value proposition of creating long-term solutions to grow businesses. Our client centric perspective has ensured a returning customer base that extends globally. We understand the dynamics of a fast-paced changing world of work and the challenges that comes with exponential strides made in the fields of artificial intelligence (AI), and the impact thereof on individuals (on entry, management, and C-Suite level) and organisations (teams, units, and departments). At SydSen Consult no challenge is too small or too big, and our professionally associated and highly skilled staff are always willing to go the extra mile for our clients.

[READ MORE ABOUT OUR SERVICE OFFERING ONLINE](#)

SydSen Consult is fully  
BEE compliant with a  
**B-BBEE STATUS  
LEVEL 1**

# Our Product Bouquet

- **Employee Engagement Surveys (EES)**
- **Performance management (360-degree appraisal)**
- **Employee Transition Surveys (ETS),**  
*e.g., onboarding, transfers, exits, etc.*
- **Employer Value Proposition surveys**
- **RoleFit** *(supported by psychometric assessments)*
- **Assessment and Development Centres**  
*(career progression, training and development)*
- **Corporate Culture Audits**
- **Process Efficiency Audits**
- **Business Process Re-engineering (BPR)**
- **Mystery shopping**
- **Human Resources Strategic Plans to support Business Strategy**
- **Executive Leadership Coaching**
- **Leadership Development and Training**  
*(video simulations and interactive exercises)*
- **AI and Interactive Talent Assessments**
- **Capability Modelling** *(versus competency frameworks)*

SydSen Consult's products offer clients the ability to customise requirements to render robust bespoke solutions, and although there is a basic list of service offerings to choose from, the product list is not exhaustive.

## Our International Footprint

- Africa
- Middle East
- Europe
- Australia



One of the first steps for organisational performance improvement is foundational research. SydSen performs a range of business research topics to enable your organisation to be clear about its current state, and the strategies required to improve performance.

## Why Clients Come To Us

SydSen Consult's systemic approach with a client centric perspective mimic an architect's approach to building desired solutions to address clients' needs. Our approach exceeds the ordained approach of role fit and extends to the system to find alignment that allows organisations to grow and excel.

Our team comprises of seasoned experts that has accumulated knowledge, skills and attributes that span over decades of practical, hands-on experience, supported by an array of academic achievements up to doctorate level, with peer reviewers for journal articles insight. This allows us to fully comprehend the challenges brought upon by the fourth industrial revolution (4IR) and the disruptive changes brought upon by AI. SydSen Consult is there to assist businesses with challenges to, not only keep up to date with changes, but excel and move beyond in what is required for the business to thrive.

# Employer Value Proposition Survey

The cost of high staff turnover is enormous. High performance companies understand the need to attract and retain the best employees. Without understanding your company's value proposition, the task becomes even more difficult.



An Employer Value Proposition Survey answers pertinent questions like:

?

How attractive is your company as an employer?

?

What employment factors cause employees to leave your company?

?

What employment factors make your company attractive as an employer?

# Organisational Development

Organisational Development extends beyond Training & Development, Recruitment and HR challenges to Change Management, Culture, Leadership, Planning and so much more. Tap into the expertise at SydSen to assist you to develop a stronger more powerful business.

## Organisational Development and Corporate Culture Audits

### WHY WORK WITH CULTURE?

Why do organisations invest in organisational culture? Culture influences organisational performance, innovation, agility, engagement, recruitment and retention, and competitiveness. Research found that an effective culture can account for 20% to 30% of the differential in corporate performance when compared with “culturally unremarkable” competitors. Research further showed that a positive corporate climate, positive relationships, communication, and positive meaning lead to “positive deviance” or high performance.

However, the contrary findings indicated that an estimated 40% loss of productivity per year were incurred when workers experience a toxic organisational culture. Thus, a toxic organisational culture damages productivity, while an effective organisational culture boosts productivity with 30% to 40%. Culture is also often the reason why 70% of all mergers, acquisitions and organisational change projects fail. Thus, culture is not as “soft” as prejudice would have it. It produces hard results.



## OCAI ONLINE

The Organisational Culture Assessment Instrument (OCAI, © Kim Cameron) is a validated tool for assessing organisational culture. The OCAI survey is based on the Competing Values Framework and one of the most used and useful frameworks and used by over 10,000 companies in 30 years. It is well-researched and validated, but also compact with six aspects that reliably represent an organisation's culture. It's a quick culture survey that can be done in 15-20 minutes online.

The OCAI provides a validated, visual, and quantitative profile of current and preferred culture. It's a very insightful map for the journey toward the best possible future culture. The OCAI helps leaders, managers, Organisation Development consultants, Change facilitators, and HR professionals to assess the culture and engage in organisational culture change.



01

## VALIDATED & QUANTIFIED

Start with a validated, quantified profile of current and preferred culture types.

02

## QUICK & FOCUSED

OCAI looks at 6 key aspects of culture: as short as possible but validated.

03

## SHARE & ENGAGE

No charge per person: invite everyone! Organisational change needs associates.

04

## DEVELOP DIALOGUE

Apply our approach to work with the assessment results and engage people.

05

## CHANGE WHAT MATTERS

Focus on behaviours that make the difference and change what matters.

06

## MAKE CHANGE LAST

Change circles help people to support each other and persevere.



Building  
Organizational  
Culture

# Corporate Culture Audit

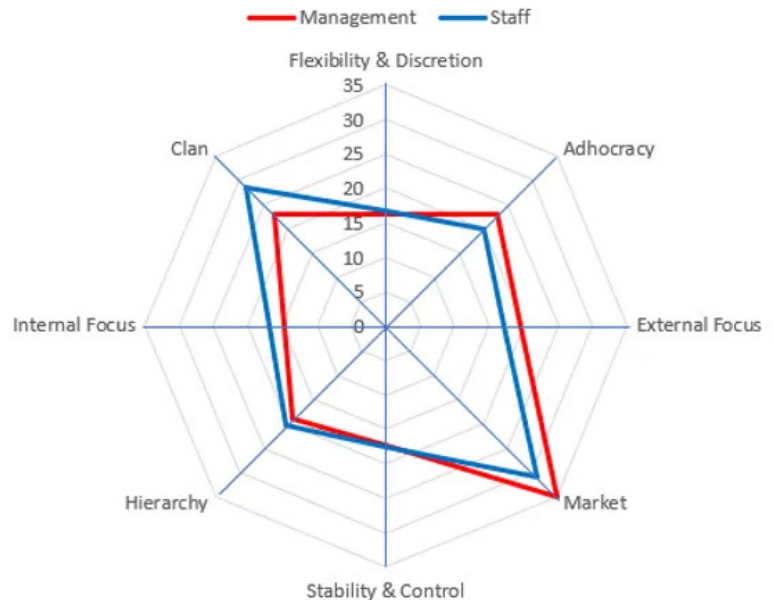
## OCAI TOOL

If you are looking to successfully implement a new strategy, system, technology or change management process, a corporate culture audit will provide you with invaluable insights and tools to do so.

Additionally, culture has to be created and worked on all the time, just like any other metric of agile success.

At SydSen, we believe that a healthy and consistent culture is the most important multiplier of long term growth and protects companies better in difficult times.

## NOW: Management vs Staff Organisational Glue



*“Culture eats strategy for breakfast” - Peter Drucker*

## EMPLOYEE ENGAGEMENT SURVEY

The RoleFit Employee Engagement Survey (EES) is an online, effective measure of how engaged (or disengaged) your staff members are. Based on local research from across different industries the EES is your early warning system to identify and intervene when talented people become disengaged.

### QUICK & FOCUSED

EES results are validated against a scientifically sound, well-researched model of talent engagement that reflects the realities of the South African working environment.



### ACTION-ORIENTATED

Unlike conventional surveys, the EES provides you with statistically validated action steps that will have the greatest impact in talent engagement if acted upon.



### QUICK & FOCUSED

OCAI looks at 6 key aspects of culture: as short as possible but validated



### BEAUTIFUL REPORTING

OCAI looks at 6 key aspects of culture: as short as possible but validated



## ROLEFIT 360° REVIEW SYSTEM

Our RoleFit 360° Review System is an online tool used to effectively measure performance and support development through enhancing self awareness. It is based on how staff members are perceived by those with whom they work most closely. This feedback tool is designed for quick and easy administration.





## CHANGE MANAGEMENT

SydSen, in conjunction with internationally acclaimed experts from a variety of industries, developed the change management programme, Altitude, which takes delegates through a journey based on the aviation industry. The analogy between the discipline and constant improvements made in the aviation industry is used to encourage delegates to transform themselves – from passengers to pilots. Many concepts such as situational analysis, planning, implementation, measuring, communication and situational leadership and more are covered.

## ALTITUDE SUCCESS AT GOSCOR

SydSen facilitated Goscor's Strategy workshop. By combining the Altitude programme, as a change management enabler, and the Business Model Canvas, (Alexander Osterwalter – Strategyzer), as an innovation stimulus, Goscor made rapid progress in producing a tangible action plan for bringing about immediate change. What set this apart from other Strategy sessions was that Goscor left with action plans, complete with specific deliverables and due dates to execute on their first working day after the session. This enabled agile and rapid implementation of the agreed Strategy.





## LEADERSHIP COACHING

As can be seen by the numerous services and products we offer to facilitate true organisational development, leadership is a complex and daunting task that can benefit from a little help from subject matter experts. And the benefits are clear: A global survey of coaching clients by PWC and the Association Resource Center concluded that the mean ROI for companies investing in coaching was seven times that of the initial investment. A quarter of the companies in the survey reported an ROI of 10 to 49 times the investment made.

## Organisational development service offering include:

- Employee Engagement Surveys (EES)
- Performance management (360-degree appraisal)
- Employee Transition Surveys (ETS), for example, onboarding, transfers, exits, etc.
- Employer Value Proposition surveys
- Role Fit (supported by psychometric assessments)
- Assessment and Development Centres (career progression, training and development)
- Corporate Culture Audits of long term growth and protects companies better in difficult times.



## Business Consulting

In the fast paced business environment, it is difficult to continuously apply your mind to business and strategic functions. Let specific retail industry experts plug this gap with world class systems, processes and tools designed to make your daily activities efficient and your business tap into growth factors of note.

### Business Consulting Service Offering Include:

Our highly qualified, internationally experienced executives are formidable consultants who will be add real value to your business.

- Defining Objectives
- Budgeting
- Forecasting
- Real Time Business Tool
- Strategy
- Process Re-Engineering
- Business Due Diligence
- Marketing Management
- Financial Management
- Hi-Performance Syndicates
- Business Tools



## FINANCIAL MANAGEMENT

If you are new to Management, or do not have a strong financial background, we can take the mystery out of Financial Management with our popular financial tools and coaching. Before you know it, you will be fluent in financial ratios, bench marking, balance sheets, trial balances, income statements and more! We can also assist you with tools to develop your financial budgets and forecasting – giving you, stakeholders and staff peace of mind.

## MARKETING MANAGEMENT

Strategic Marketing is second only to the company's strategy itself in terms of importance and complexity. Marketing has moved well beyond the traditional mix of 4P's and to add further to its intricacy is the ever evolving landscape of digital marketing. SydSen helps you develop quality leads, identify the technologies for your needs and improve your ROI. We also ensure that each of your marketing efforts align with your overall strategy so that everyone in your organisation will understand what your marketing goals are and your plan to achieve them.







## HI-PERFORMANCE SYNDICATES

Join our Hi-Performance Syndicates and be part of like-minded driven professionals. SydSen's Hi-Performance Syndicates are not just about comparing financial performances to bench marked figures, but rather, a melting pot of innovative ideas, strategies, planning and implementation. Participants are expected to deliver on commitments made which ensures your business improves and you get a real return on your investment.

## PROCESS RE-ENGINEERING

Business processes are so much more than the way you manage daily activities. The advantage of great process design, is Cost Efficiency and Increased Revenue.

Strategically designed processes allow your company to remain agile and responsive to the continuously changing environment staying ahead of the competition.

The best processes are often exquisitely simple which fosters better staff satisfaction and customer delight.



## BUSINESS TOOLS

Whether it is our forecasting, budgeting and business plan templates or our innovative Learner Management System (part of our overall HR Suite), eLearning development software, Kufunda Gamification App, Video Interview Tool or our world class research statistical tools – SydSen has invested both experience and money into business tools that are designed to make your life easier and compliment our ability to provide metrics on everything we do for you.

Premium Package customers receive the benefit of all these tools as part of their monthly retainer.



**WORLD CLASS SYSTEMS, PROCESSES AND TOOLS,**  
DRIVEN BY VISION, PEOPLE AND RESULTS



## **WHAT IS AN ASSESSMENT/DEVELOPMENT CENTRE?**

The focal point of an Assessment/Development Centre is the use of simulations. The principal concept of its design is to replicate as closely as possible the key aspects of situations that an individual might encounter in the workplace. Thus, by exposing an individual to such simulated conditions, comprehensive insights are obtained of the person's full range of capabilities in a specific simulated condition. Such insights into an individual's capabilities allows informed decisions for appointment into more senior positions or targeted development and training required by such an individual before appointed into a more senior position can be executed. SydSen has a high-tech Assessment and Development Centre facility that is fully equipped with green screen recording capabilities to facilitate any assessment and / or development requirements from clients.

# A FEW ABC'S IN THE SYDSEN BOUQUET



## TRAINING



## RECRUIT



## CONSULT



## LEAD WORX



## DRIVEN BY SECOND CURVE INNOVATIVE SOLUTIONS

SydSen Lead Worx forms part of the SydSen Group whose Service Bouquet includes Training and Development, E-Learning Development, Hosting and Facilitation, Digital Studio, Business Consulting and Recruitment.

### ABOUT SYDSEN GROUP



Each of the business units boasts world class, next generation solutions which has resulted in SydSen achieving long term relationships with major Wholesale and Retail Groups in Africa, Middle East, Europe and Australia. Mission critical to SydSen is being fully accredited, certified and compliant ensuring our standards remain impeccably high.





FOUNDATIONS TO AUGMENT YOUR BUSINESS

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