



## **HOW EFFECTIVE IS YOUR OUTSOURCING? THE ACT-CUBE® HELPS YOU FIND OUT**

We have met with a number of organisations to explore how the ACT-cube® can help them address some of the key issues they're facing in a turbulent economy. We have visited as a large transport utility, local government, research agencies, industrial companies, a telco company and outsource providers.

In today's economic circumstances all organisations have a sharp focus on cost, efficiencies and crisis management. Our conversations have been focused on the huge number of interactions which go on day by day, hour by hour between individuals, teams, across divisions and across company boundaries. Success can depend on the quality and effectiveness of the relationships which underpin these interactions. The better they work, the greater the organisational efficiency and the greater the ability of organisations to manage crises.

If you think of this interactive network as a system then a key question is: how well do you understand the system and, most importantly, do you know how to influence the system? All companies have systems such as these. They are variously described as – the internal customer, the supply chain, the shared service, procurement, the transformation programme.

The ACT-cube® can help organisations answer this question. It collects data quickly and helps leaders pinpoint where things are breaking down, where to work on getting a better strategic alignment, how to improve the contribution and productivity, and where a greater capacity to change and innovate is needed.

Perhaps the most striking application of Act-cube® is in outsourcing. The need for intelligent cost cutting has increased interest in the outsourcing issue. Yet the procurement exercise itself is a complex value chain, requiring significant investment from a variety of interested parties. Maximising the efficiency of this value chain can benefit both customer and provider, cutting costs and timescales and used intelligently in the supply of the service can maintain that level of optimization.

Building on these and other meetings we're planning an article on the role of the ACT-cube® and business ecology to outsourcing practice, to be featured in our next newsletter. If you have ideas or cases to contribute to this, please contact me at Human Insight.

*Rick Price, CEO, Human Insight*