

## News Perspectives from Invenzyme - June 2009



[www.invenzyme.com](http://www.invenzyme.com)

[info@invenzyme.com](mailto:info@invenzyme.com)

+44 7981 948540

### Strategic Decision-Making Survey Results

In the strategic decision-making survey carried out with Genesis Management Consulting, three out of four respondents said their organisation had made a poor strategic decision in the past twelve months.

Over 150 people took part in the survey from around the world and the results raise some interesting questions regarding process and behavioural issues in organisations. While over two-thirds of respondents believed that their organisation's strategic decisions generally led to outcomes that met or exceeded expectations, a number of common failings were highlighted.

The biggest challenge facing respondents was that of too much attention being devoted to the financial aspects of decision-making, while common concerns included the absence of scenario planning and ex-post decision review. See how you compare: [Click here to read the full survey report in pdf format.](#)

### Invenzair takes to the cyberskies

We now have a dedicated website for our air transport consulting services under the brand name Invenzair.

Invenzyme's website is now split into sections for each of our three main offerings: business consulting, aviation consulting and serious play.

The Invenzair micro-site showcases how we can help airlines and other aviation players to protect their business, adapt successfully to new challenges and seize new opportunities. To find out about our unique offerings, and downloads, just [visit the Invenzair website here.](#)



#### Areas of Expertise

Create a winning strategy  
Optimise business performance  
Adapt for sustainable change  
Align people and goals

#### Unique offerings

Crew Resource Planning Audit  
ModelAirline  
Aviation Stakeholder Alignment  
Systemic Fitness Audit

### Invenzyme wins AGIFORS best presentation award

Our presentation was voted joint best at AGIFORS' recent airline strategy and schedule conference, hosted by the Hellenic Aviation Society.

Jim presented to the grouping of airline operational research experts on the benefits of integrating a crew resource planning perspective into airline schedule design, highlighting the importance of crew considerations for robust and efficient operations, and the merits of an approach that optimises across commercial and operational considerations. [Click here to find out more.](#)

### Airline Scheduling in Three Dimensions!

At the AGIFORS conference, we also ran a workshop where participants built a representation of their dream schedule in three dimensions.

This revealed interesting contrasts between operational, commercial and systems perspectives, and highlighted the challenges involved in designing a schedule that meets a range of stakeholder needs. Some attendees were able to express concepts they had previously found difficult to model analytically.



### UK Creativity Conference

**Complex Creativity: Breaking through the Credit Crunch**

Greenwich University  
13–15 July 2009

With keynote speakers from across the globe, the 9th edition of this conference promises to be both entertaining and empowering, introducing new ways of creative thinking to unleash personal and business potential. The conference is organised by the Centre for Entrepreneurship at the University of Greenwich.

We will be facilitating a session on Weds 15th July where you'll be invited to find your "red rubber ball" - an approach for shifting to a more positive outlook that is the brainchild of author and social activist Kevin Carroll.

**CLICK TO  
FIND OUT MORE  
AND TO REGISTER**

### Coming Soon

Look out for the updated UK Airline Pilot Productivity Monitor which will be published on our website in the next few weeks.

### Try a free LEGO SERIOUS PLAY coaching session

Become more aware of yourself and how to deal with new challenges using the power of three-dimensional thinking!

We're giving away a free introductory coaching session using this ground-breaking approach to the first five UK-based readers who contact us. To apply, just [send us an email](#) with your contact details referring to the free coaching offer.

**LEGO** **SERIOUSPLAY™**  
Certified Partner