Welcome back. Today we’re going to go another level deeper. What we're going to look at, what do we do, why do we do it and how do we do it in terms of delivering successful transformations right across the world, in different countries, different business challenges going forward.

So first of all let me share my screen with you. So in this one, we are in a situation where we are being brought in usually when the plane is in difficulty, this flying and we have to help transform the organisation while in motion. It's actually why the name Whitewater came about, was that our clients are going down a very rapid environment. Whitewater we had been done several times before and we can help them navigate. All these analogies, helping them fix the engines while they're flying.

So, our plane is that we help our clients go further, faster and safer. Now these are clients that have visions for the future, aspirational visions but their inner world that is significantly challenged. You've got technology disruption, you got pandemics, you got supply chain reinvention, new models coming through all the time.

Now what we do is we go in there and we immediately help with the short term cash survival but that money that we released in the organisation, we like to see spent into fund the expansion plans so that we can achieve long term, sustainable rapid growth to help them prosper.

So we have significant success in many of the world's largest companies and right around the world in all different term markets but their success is, her 02:01 successes as these are partnering results of them knowing where they want to go and us working with them.

So what do we do and how do we do it? There they are our clients, they are looking to operate their day to day business plus under pressure reinvent themselves. So what we do there is we work with them to help them go down that path smoothly as possible.

So we claim and we deliver to go further, farther, safer. So what do we do for them? First of all is that we remove the barriers that are self imposed. Normally they got a situation where they've been trying to reinvent their organization and it's not going as fast and far as they want. We can help remove those barriers and clarify that dream. Then we accelerate that transformation. Our claims are that we can normally 2 to 2 and a half years worth of work within 6 months. So there's a significant acceleration and it's safer - why? Because we've done it before. We really have made all the mistakes possible and hopefully learned from our mistakes. And at the end of the day is that there's significant financial gains for our clients and long term sustainable growth.

But how do we do it? First of all is that inside the organisations, there's this different people have different dreams for the future, even with the same strategy they're seeing different views of the future. And what we do is help clarify that into a single point of truth and then drive forward. Now that single point of truth can be reassessed on a quarterly basis but it does start to get everybody driving in the same direction.

Our expertise,our tools and processes which are significant and proven to upskill and up tool their management so that they can learn how to do this even when we leave. Safer - our experience and our mentoring skills and the ability from that board and the C suites, to be able to see right down to the front line gives them the ability to have visibility and control at all levels.

And finally we align our fees with the client's milestones. At the end of the day, once built we leave it behind and this company can go wherever they want as fast as they want into the future.