

# corpra

## Knowledge Edition 21



### Getting More Out of Less

**Paul Winter**

The slate's been wiped clean by the banking crisis and the credit crunch.

A first class lounge's worth of bankers has just caused the rules to be rewritten in London by G20.

The good news is - no one else is to blame. It really isn't your fault!

Even if you had seen the crisis coming, no one would have believed you.

The "R" word is in everyday use and we have to live with it and the consequences but, freed from blame for the financial whirlwind around us, now is the time to scrap many of the old ways of operating.

The call to arms is to get closer to the customer – internal as well as external - and understand his or her thinking so you become a friendly challenger.

This friendly challenger becomes the instigator of change by reflecting new ways of working in a more intense, agile and productive working environment stripped bare by the credit crunch.

In this environment, there is no guilt, no shoddy compromise. Just clear-headed, rational decisions forged out of pure economic necessity.

The need for resilience in the current climate changes the questions and, therefore, the answers.

The challenge now is to make more with less and sustainably - in our case, helping organisations to improve productivity using less real estate.

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