

Defining Client Strategies - Save Time, Reduce Cost, Win Business

A new approach for Architects, Project Managers and Change Managers.

Whether you're an architect, a project manager or a change manager, you'll find that MYA is very much more than a conventional service provider.

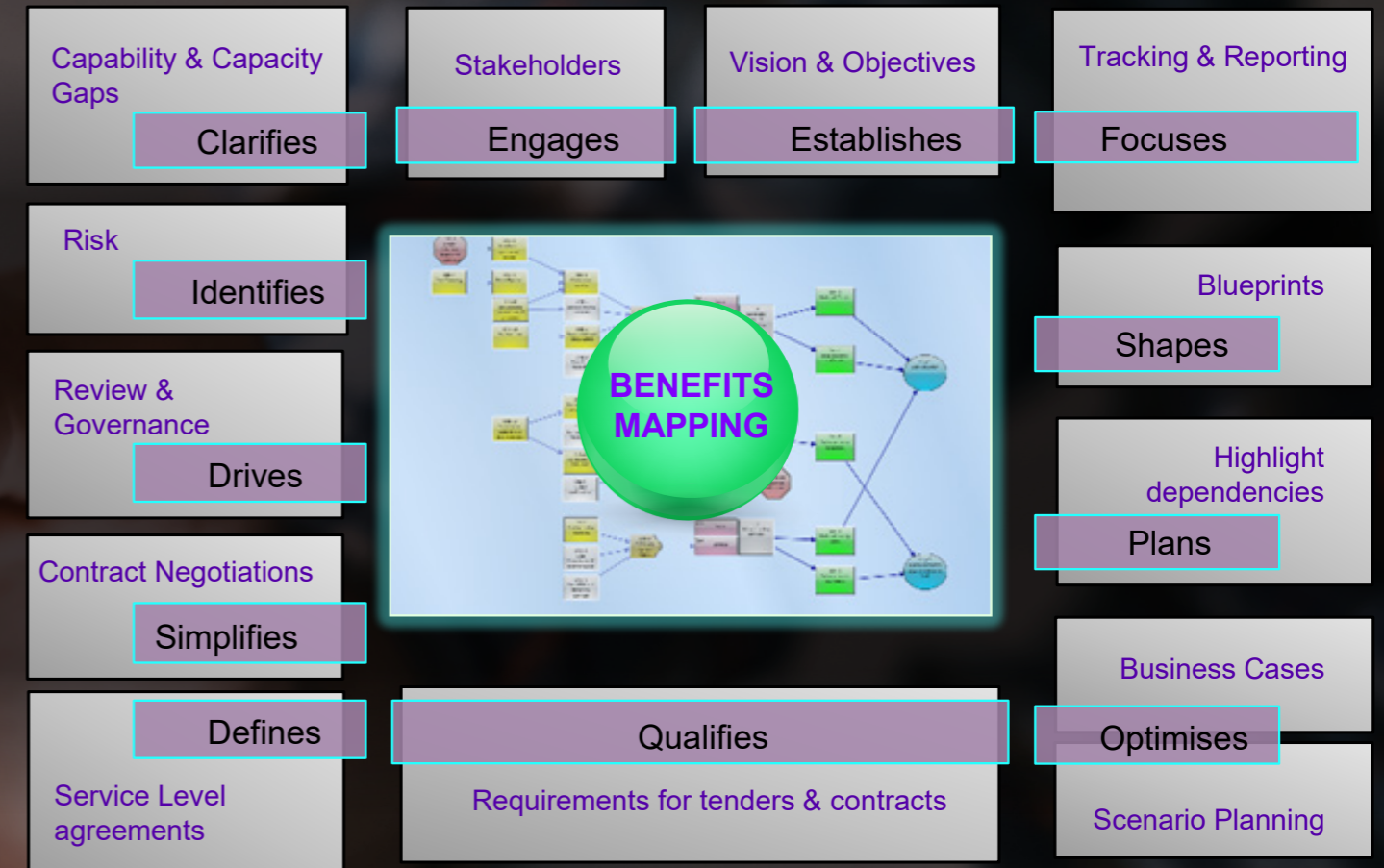
We can facilitate clarity in client strategic planning. As a result, your expertise combines with our in-house interior design and equipment teams providing solutions that are data-driven, technically effective and visually impressive.

The key to our approach is Benefits Mapping. A Management Information process that defines a wide range of benefits, integrates them with the project as it rolls out, and provides powerful visual tools that help to justify and explain the project to every stakeholder, from end users to senior management.

Once a benefits structure is in place, we can work together to establish baseline figures, plus robust measurements for success, and move forward into a culture of benefit-led decision making.

From the perspective of a technical partner, this means that we can face the challenge as an alliance, combining our expertise to generate seamless solutions for the client. Not only that: it creates an enjoyable working environment, because everyone works better when they understand what they're trying to achieve. And that's a serious benefit.

The result is a single easily-understood version of the aspiration which feeds all project areas:



Below is a simple example of a benefits map showing the impact of our ways of working on our technical partners:

