



Setting Objectives – Defining Strategies – Taking Decisions

Associative Interpellation©

This phrase might appear baffling or pretentious but when we tried to define our approach, no standard wording quite did the job.

Associative because many inter-connected elements are triggered and brought together while ‘interpellation’ is taken from Italian and French indicating to seek wisdom from, question and ask for involvement.

This is a management consulting style that is markedly different to the traditional linear process models (and diagrams) that suggest all progress can be likened to a sequential domino-like cause and effect continuum.

We know that life is a little more complex than that. Our model, and we have one for the sake of clarity, is more akin to a three-dimensional venn diagram in constant evolution.

If we accept that gut-feel and intuition are actually complex thought patterns founded on learning and experience, then yes, there is an element of that involved.

Only a team of people that is multi-cultural, has worked and succeeded in several countries and industries can offer this. These are people who ‘interpel’ data, people, personal case studies, deep familiarity and who have an adaptability quotient way off the culture scale.

Is this an intellectual approach? You bet. Is it practical? Most certainly. Our people have made things happen time and time again with results to prove it.

Talk to us.

Associate Interpellation. A term born from the very approach that it represents.

