

**coup**

relationship + performance

# the methodical coup

**county** *n.*, *pl. -ties.* division of a country.

**coup** [koo] *n.* A notable and brilliant success.

- de grâce [de gras] *n.* finishing stroke.

- de main [de mâ'n] *n.* sudden vigorous attack

- de théâtre [de taah'tr] *n.* dramatically sudden or sensational action or turn of events.

**coup d'état** [koo day-tah] violent or illegal change in government

**couple** *n.* two people, especially a married couple

turn your organisation on

## the value proposition



Imagine your organisation delivering outstanding performances every day.

Your stakeholders are delighted by their experience. Your customers are enraptured. Your shareholders are delighted with what you return on their investment. Your staff, to a person, know their roles and excel in them.

There are pathways for development, succession and re-invention. Yours is a creative, high performing, sustainable organisation.

Your people, your processes, your intellectual property are **turned on**. That's a coup.

If you can imagine it, we can begin work.

If you can't, all the more reason to start.

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## the coup methodology



We offer a methodical approach to accessing and focusing the ideas, energy and capability of your organisation to fulfil your potential and achieve brilliant and notable successes.

We specialise in three discrete phases of creating your coup:

- **Capturing your Vision**
- **Sharing your Vision**
- **Building the Performance Capability** required to support your Vision

Coup can provide the experiences that achieve quality outcomes in each of these phases, or we can be with you through the entire process – from the twinkle in your eye to the deep visceral feeling of satisfaction that tells you that you have triumphed.

We do it differently. We do it dramatically. We unlock the insight, wisdom, principles and practices of thousands of years of dramatic history. We employ theatre and film-making processes; performance techniques that engage and move people. We apply these to the business of lifting your performance to where you imagine it could be and beyond.

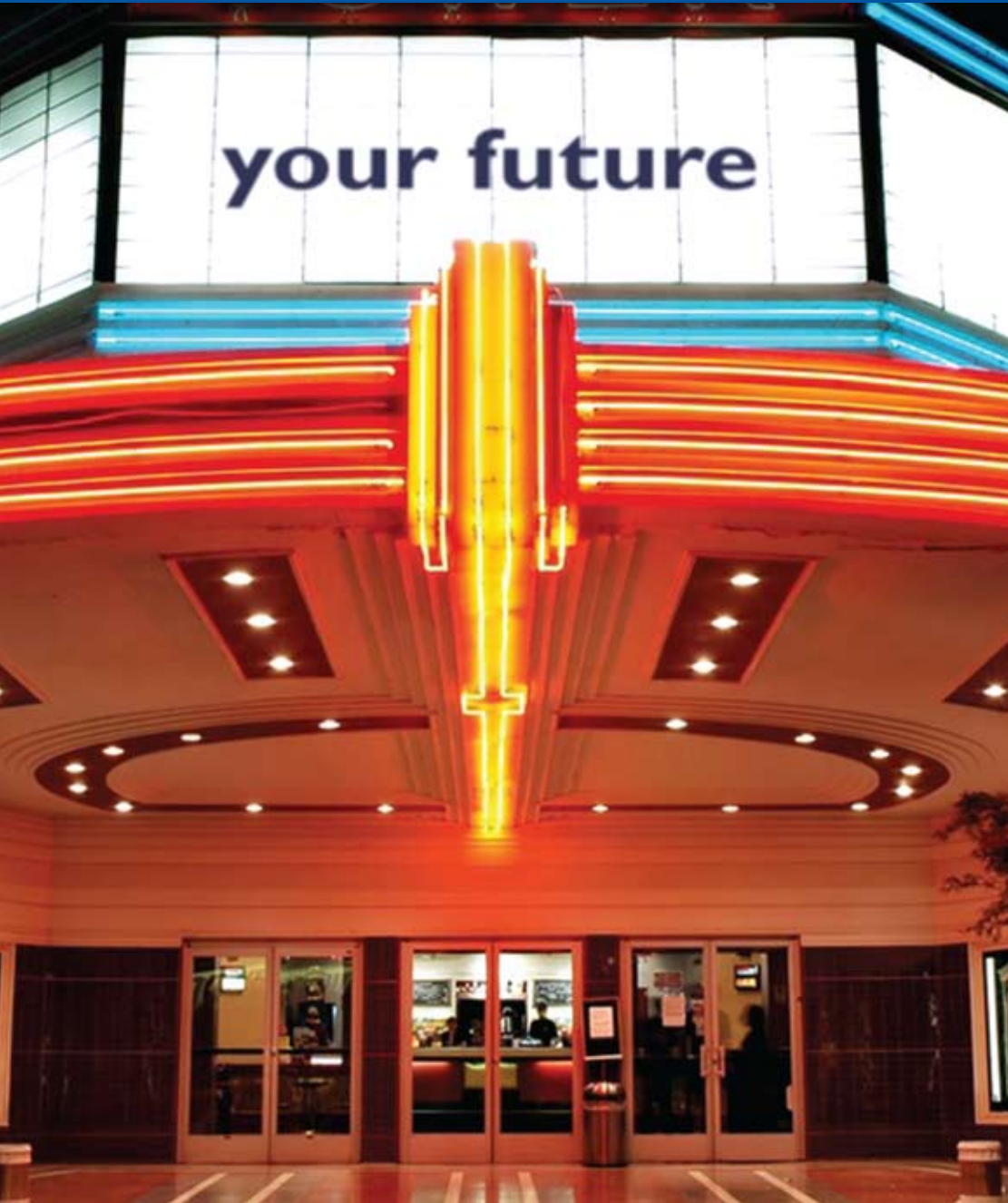
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the empires of the future are empires of the mind.

Winston Churchill

## coup stage I - capture your vision



Your vision creates context for everything that happens within your organisation. People look to the top and need to know where the organisation is headed. You must see it clearly.

However you define them – your Executive, your “top team”, your strategy department – they have ideas that must not be squandered.

We can help you unlock what is going on in both sides of their brain – the pragmatic, systematic and logical part and the creative, innovative and courageous part – by using drama as the bed to capture ideas and impulses and weave them into a congruent, compelling vision of what your organisation will be doing in the near future.

We make a movie. Your team scripts the future, focusing on the crucial moments of truth that shape your destiny. The customer touch points. The turning points in the change process. The moments when investment in technology and human capital pays dividends.

The true value is in the quality of the conversation between the leaders of the organisation. However, a produced film can become a powerful tool for sharing the vision and setting clear expectations to give context and meaning to capability development.

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vision without action is a daydream.

action without vision is a nightmare.

Japanese Proverb

## coup stage 2 - share your vision



Turn your organisation on to your vision. Let them experience the *life* that exists in the picture that you have created, so that by seeing and feeling it, they can take active roles in bringing it into reality.

Share your vision:

- With your staff to raise their aspirations and energise them to achieve them
- With key customers and stakeholders. Get them excited
- With your suppliers and enrol them in the journey
- With your recruiters so they know precisely what to be searching for

Your next conference can be built around the screening of something *significant*. The conference interaction should be geared towards driving home a distinctive experience. Facilitators must be prepared with processes that will illuminate moments of truth. Recreational activities should be themed such that messages about culture, strategic intent or operational paradigms are the concepts within which people play.

To hit your target audience with maximum impact, **multicast**. Don't stop with electronic media. After the conference videos, the intranet television, the DVDs, the video podcasts, the blogs and communities of interest, equip your leaders to be the change and engage your people through presentation, facilitation, coaching and role-modelling.

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skill to do comes of doing.

Ralph Waldo Emerson

## coup stage 3 - build the capability

People create the value in your organisation. Are the right people in the right positions? Can they do what needs to be done?

Build the capability of individuals and teams using leading business performance training techniques and a library of unique insights and practices. Improve *what people can do in the moment*, rather than what they can recount. Our training environments have the atmosphere and energy of a rehearsal room, where insights are explored through action, in addition to lecture, discussion and group work.

The skills we teach cover a wide range of *relationship* and *performance* capabilities:

### **Personal Mastery**

- Self-awareness
- Emotional self-management
- Creativity and Innovation
- Composure under pressure

### **Interpersonal Mastery**

- Sales and Service
- Consulting
- Team Dynamics
- Leadership
- Presentation and Facilitation
- Negotiation and Influence
- Coaching and Mentoring

### **Organisational Dynamics**

- Improving Culture
- Embedding Values
- Leveraging Diversity



## coup services

Organisational Development  
Communication Consulting  
Media Production

Conference Theatre  
Training  
Coaching

### the rest

Our expertise lies within highlighting and teaching skills that enable individuals and teams to relate more effectively with each other, their customers and stakeholders, thereby enabling superior performance.

Specialised technical training, financial planning, IT consulting, reward and remuneration strategies fall outside our core offering. In some cases we can recommend providers and partners, however it is more common for coup to be engaged alongside specialist consultants and technical trainers as the needs arise. While we review the impact of projects with our clients, we leave the implementation of the evaluation procedures to impartial third parties.

However, the celebration of your coup is something we would like to share in and can advise on creative, immersive ways to acknowledge achievement.



## working with coup

The coup experience is energising, personal and professional.

Each stage of the Methodical coup is grounded by adhering to the disciplines of:

- **Discovery** – uncovering the specific needs that must be served by the project
- **Development** – creating the designs, structures or the media to serve the project needs
- **Implementation** – unleashing the experience; the workshop, the screenings, the training experiences
- **Review** – accounting for the value that has been created; working with evaluation data and personal experiences.

Each project is managed through regular personal contact and a set of project documents that are available online through our secure client extranet.

We travel to where the need is;

- Providing corporate theatre in a London conference centre
- Creating a film festival in Bangkok
- Conducting a cultural awareness program in an Australian rainforest
- Facilitating an intensive leadership summit at the foot of the Great Wall of China

We will be there with the energy, processes and practices to help you create the organisation of your imagination!

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## client list

### Financial Services

Westpac  
Commonwealth Bank  
St George  
National Australia Bank  
Suncorp - GIO  
Insurance Australia Group

### Travel

Qantas

### Professional Services

Pricewaterhouse Coopers  
Deloitte  
Ernst and Young  
Human Synergistics  
Hewitt Associates  
Bain and Company

### Law Firms

Freehills  
Blake Dawson Waldron  
Gilbert + Tobin  
Milner Lawyers  
Clayton Utz

### IT&T

Vodafone  
Optus  
Hutchison Telecommunications  
Compaq  
IBM

### Pharmaceutical

Sanofi-Aventis  
Astrazeneca  
Bayer

### Mining

Dyno Nobel

### FMCG

Kraft

### Education

TAFE North Coast Institute  
TAFE Tasmania

### Government

NSW Dept of Corrective Services

Bringing a strategy to life for team members is a challenge all businesses face. With the support of coup we were able to bring Westpac's Business Financial Services strategy to life by producing a drama video that depicted what a day in the life of Business Financial Services would be like for bankers in 2010. Within this nine minute clip of the future we were able to educate and inspire our team.... the feedback was tremendous.

Felicity Duffy, Head of Communication, Business Financial Services  
Westpac Banking Corporation

## contact coup

To discuss a methodical approach to achieving your organisational coup, contact...

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turn your organisation on



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