

WE LEAD  
**CHANGE**  
THAT STICKS





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Get the kind of  
**CHANGE**  
You only get  
from specialists.

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# Introduction



## One of the biggest costs in any business is the wage bill. So, shouldn't that give you the biggest ROI?

Duxinaroe are a people development company that work with businesses across the globe - helping them to improve the effectiveness of individuals, teams, and 'Change', in sustainable ways.

Duxinaroe solutions are based on verified neuroscience, with a focus on building a foundation of awareness for individuals, teams, and leaders to understand themselves better,

improving their relationships and thus, performance at every level of the organisation.

### **Beyond Psychology:**

At the heart of this approach, is the memorable BTFA™ model and it's engaging learning experience, which helps individuals consider personal and team performance, communication and personality traits, as *brain function*.

# About Us



Brought to life over the past 20 years by the co-founders, David Bovis and Levent Turk, we are making our worldwide presence felt.

With Roots in the UK, Turkey and a deep understanding of Japanese culture, we're perfectly placed to bridge the gap between Eastern and Western Cultures, and their associated Beliefs and Thinking, which have informed leadership best practice around the world in recent decades.

Having partnered with clients in the UK, Europe, Turkey, the Middle East, South Africa and North America, with the BTFA™ model at its core, we're growing rapidly and in high demand.

The founders, worked in senior positions for, amongst others, Toyota and Grant Thornton, and are proud to say; "We are not professional trainers, but engineers, who became executives and led change programs."

**It's from this 1<sup>st</sup> hand, global, senior experience, that the BTFA™ model was born.**





**ROI**



**THE TIMES**

**November 2023**

**Extract;** *Following the exceptional achievements driven by market dynamics and **The successful delivery of operational improvements** at Melrose (GKN Aerospace) ... Melrose is currently trading ahead of expectations, with the profit forecast experiencing a remarkable **7% increase** to **£400-£410 Million**. This surge is an impressive **8% higher** than the prior expectations issued in May, showcasing the company's robust financial performance.*

*In the words of analysts at JP Morgan Cazenove, **Melrose is consistently executing ahead of plan, surpassing expectations and significantly narrowing the gap to achieve their 2025 targets.***

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**The 5-year** global **Operational Excellence Transformation** at GKN Aerospace, was led by Philip Holt (Author of 'Leading Lean by Living Lean'). The program integrated BTFA throughout and its success wouldn't have been as complete without it.

In his book, Philip states, *"If we want to change performance, it's imperative to change the language register we employ on a daily basis. Talking of project management, KPIs, Lean tools and EBITDA isn't enough; we must also talk about brains and minds, wherever people form part of our socio-technical landscape"*

**January 2024**

*Philip Holt and key members of his transformation team are actively partnering with Duxinaroe, taking this successful approach to their clients, globally.*

**03**

# Why BTFA?

Knowing the problem,  
is half the solution!

## Openly address Root Cause



The essence of 'Change' for improved performance is intricately tied to people, which means, 'Brain function'.

Problems and questions are presented through language. If your leaders don't integrate 'Brain Function' into their language register, it's difficult to ask or answer the 'how to improve the performance of people' questions.

## Embed a new language



## Build it into everything you do



Leaders at all levels must be aligned, if their brains are to pull in the same direction ... on autopilot. (BTFA)

As witnessed at Melrose (GKN Aerospace), **profit performance is elevated, in reduced timelines**, where BTFA is embraced and built into the improvement methodology by your change leaders!

## Realise the benefits





ROI

# GALLUP

Gallup's most recent employee engagement meta-analysis of 112,312 business units found that teams scoring in the top quartile on employee engagement saw the following benefits compared with bottom-quartile teams:

- 10% higher customer loyalty/engagement
- 23% higher profitability
- 18% higher productivity (sales)
- 14% higher productivity (production records and evaluations)
- 18% lower turnover for high-turnover organisations (those with more than 40% annualised turnover)
- 43% lower turnover for low-turnover organisations (those with 40% or lower annualised turnover)

***Engaged cultures* are valuable and difficult to copy -- the very definition of a competitive advantage.**



TOYOTA BOSHOKU



In 2023, Duxinaroe partner, Levent Turk, supported Toyota Boshoku's Hoshin Kanri deployment through the visionary lens of BTFA.

**The outcome?** A remarkable 12% surge in the 'Great Place to Work' Employee Engagement Survey within just one year.

Levent Turk himself declared it, "...perhaps the best Hoshin Kanri example on the planet." Now, picture the immense potential for growth within your own organisation, particularly if it's at a less mature stage.



A study was recently conducted by the ROI Institute, in partnership with INDEED, to analyse the benefit, for those utilising Insights Discovery in their organisations.

It was established that an increase in self-awareness, in terms of personality preference, led to a shift in behaviour, which had the following financial benefit.

**A program costing \$468,864 had a return of \$10,142,968**

A Benefit to Cost Ratio (BCR) of 21.63.

**In layman's terms, that means, for every dollar invested, that dollar is returned, with an additional \$20.63**



Many of our clients say BTFA has a far more substantial and positive impact on behaviours than realised historically, following the use of psychometric profiling instruments.

**"Following the BTFA experience, I'm now a more resilient person. I've repaired 3 relationships in my team, where stress was detracting from performance."**

*BN - Senior Scientist  
(8 months after BTFA).*

**ROI**



**06**

**“Changing our leadership approach to communication and Strategy Deployment, to reflect our understanding of BTFA delivered a 63% EBITDA increase in-year, breaking a 5-year loss making period and returning us to Profit”**

PL - Managing Director - Eurofilter - Mansfield

**BTFA**  
Believe-Think-Feel-Act

Following Duxinaroe’s intervention in 2009, this international filtration and consumables manufacturer, servicing the Automotive OEM, aftermarket and Gas turbine sectors, reported an in-year 63% EBITDA improvement returning them to profit.

Contributing factors included a 7.5% Sales / Revenue increase (mid-recession). On Time Delivery improvement from c. 48% to >98% in 3 months. Returning a stopped line to full-production. 33% stock holding reduction.

Hoshin Kanri was used to co-ordinate all business development initiatives.

The company remained in profit for seven years until sold to Sogefi Group to compliment the ‘Fram Filters brand.



**ROI**



# AN INVESTMENT

## 'Exploring the ROI of change management'

***'ROI is the additional value created by a project due to employee adoption and usage.'***

This recently 'improved' method of assessing ROI from change, recognises the equation from GE's Change Acceleration Process;

$$E = Q \times A$$

Effectiveness

Quality

Acceptance

This means, the effectiveness of your change efforts are dependent upon the quality of approach you choose (e.g. Lean) **X** the acceptance of that approach by the brains involved. Anything **X** nothing = nothing

When your ROI is wholly dependent upon brain function, can you afford to pursue solutions that are not based on verified neuroscience?



**Duxinaroe.com**

## Year one - Client analysis

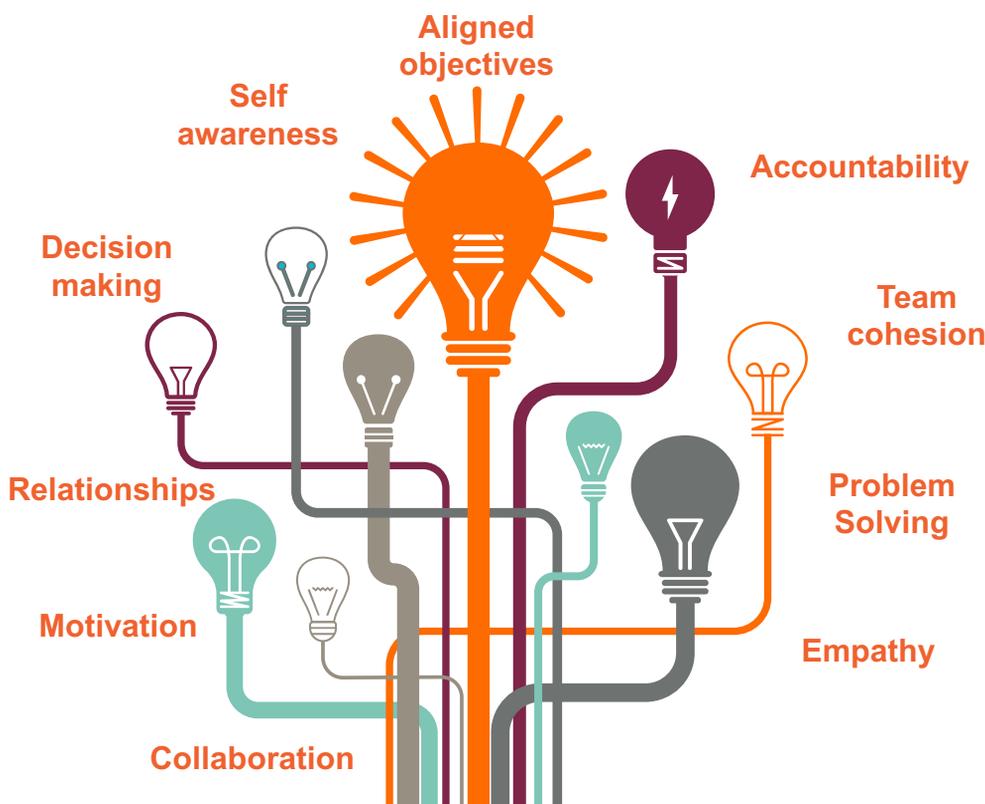
Self-reported benefits of introducing BTFA.

96% response rate.

Roles: General Managers, Managers, Specialists, Other.

90% of respondents (avg.) reported benefit / significant benefit in the following areas.

- Better understanding and appreciation of individual emotions, realities and varied perspectives
- More effective teamwork and co-creating a healthier, supportive work environment
- Able to identify root causes underlying behavior, ensuring better alignment and decision making
- Better collaboration, engagement and ability to drive accountability
- Approaching situations with a different lens thereby augmenting relationships
- Able to drive meaningful change in the business and more aligned objectives as a team
- Self-regulation and less reactive behavior





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