Niche consultancy firm benefits from closer proximity to Birmingham Business School

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Links with Birmingham Business School's MBA programme have helped bring specialist management consultants One Point Three Limited to Birmingham. The firm recently relocated from Stratford-upon-Avon to offices on Caroline Street in the Jewellery Quarter.

Founded in 2001, One Point Three has an innovative offering that accelerates behaviour change in business organisations. One Point Three recently advised on a five-way post acquisition merger in the civil nuclear sector, introduced a group-wide behavioural safety programme for Babcock International Group and has worked on a global change programme in research and development for GlaxoSmithKline.

Dr Andrew Wells, a Director at One Point Three, said: "One important factor in coming to Birmingham is the close partnership we've formed over the last five years with Birmingham Business School. We've recruited a body of consultants from the School's internationally acclaimed MBA programme which really does produce top performers. We also regularly sponsor MBA students to do research as part of their dissertation. The research involves interviewing top industry leaders for their views and experience. The global reach of the contributors is breathtaking, over 70% of whom cited their high regard for the University of Birmingham as the reason for granting their time. This has resulted in a fresh, insightful, exclusive body of knowledge about how the best gain competitive advantage through people."

Birmingham MBA students have generated direct access, for One Point Three, to over 100 senior directors collectively responsible for over 5 million employees (larger than the population of Singapore) and the combined revenue of £600bn across their organisations (enough to rival the GDP of a G20 nation). The accumulated wisdom and experience of some of the world's most successful and influential leaders creates a very compelling piece of thought leadership. Over the next few months One Point Three will work closely with Birmingham Business School to bring the findings to a wider audience. The idea is to produce a report and an online forum that business leaders can use to start a better informed conversation about how culture can be proactively managed to improve their organisations' competitive advantage.

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