

## Welcome

We are thrilled to share with you an exploration of process improvement through the eyes of Jules Cross, a trailblazer in the field and the driving force behind Processfix. Over the past two decades, Jules has revolutionised the way organisations approach improvement, engaging teams across industries - from academic to automotive - to create lasting change.

In this newsletter, Jules reflects on the evolution of processes, the barriers he's faced, and the lessons learnt along the way. With insightful anecdotes and practical wisdom, he highlights the enduring importance of human facilitation in an increasingly digital world.

From transforming service workflows to playing a pivotal role in life-saving initiatives, Jules's story is as inspiring as it is impactful. We hope this article sparks ideas, inspires action, and underscores the transformative potential of process improvement for your organisation.

## NEWSFLASH!

### Nottingham, UK – March 2025

Nottingham Trent University review scholarship process for international students. Read all about it in the next newsletter



## From Aerospace to AI: Jules Cross reflects on two decades of process transformation

Having guided teams in process improvement across more than 200 organisations from Standard Chartered Bank, to Cambridge University, to Jaguar Land Rover, we ask Jules Cross, Founder and Managing Director of Processfix, to reflect on the changes he has seen over the last twenty years and what the future holds for rapid improvement workshops.



### Where did the idea come from?

As an aerospace engineer and latterly a Learning & Development director, I had become frustrated watching consultants come and go for months at a time, proposing ideas for improvement. The solutions rarely seemed to stick as those running the processes deemed the changes to be "done to them". What most teams need, is the support and guidance to deliver change for themselves.

### What barriers did you face?

At first we were told our approach was flawed. Our plan, to facilitate rapid improvement workshops, to engage organisational teams in coming up with better ways of working, whilst leaving them with the skills to improve other processes in their remit, was simply mad. But of course, one Processfix workshop led to another and word soon spread.

### Have processes evolved since then?

When we started out, many service processes were paper-based. Over time these evolved into email driven workflows, but the problems remained the same. If anything, the issues were made worse with numerous attachments and

versions of the truth, whilst the ubiquitous cc'ing of everyone meant that all those running the process could do, was to check!

The shift toward digital processes was supercharged during the Covid pandemic, yet the waste remained. Messages were left unanswered, bottlenecks shifted and things went wrong. Only by thoroughly evaluating the entire end-to-end process, along with a clear understanding of the customer's needs, current regulation and available technology, can you deliver a better process for all.

### Would you have done anything differently?

In the early days we should have been bolder when confronting ingrained process behaviour. Our role as facilitators often involves challenging the team. This can be difficult at times, yet the benefits of continually asking the question "why?" will eventually lead to the root cause. Sometimes this can be as simple as "well, we have always done it that way". At that point you know radical improvement is about to happen!

### What is the key to successful improvement?

Investing time in scoping and aligning expectations up front is the key to successful process

improvement. Before every workshop, our facilitators work with the process owner to carefully bound the process to be improved. Too large a scope and the overall improvement will be diluted. Too small and a valuable opportunity will have been lost.

### Where has Processfix had the most impact?

Among our many achievements, one stands out: our work with Johnson & Johnson to develop a fast-track clinical study approval process. This initiative played a crucial role in the rapid development of a single-shot vaccine, saving countless lives during the Covid pandemic.

### What does the future hold?

We are already seeing the adoption of AI in processes, including the research contracts process at the University of Southampton. Whether processes will ever be fully automated, is anyone's guess. I don't, however, think that technology will ever replace human facilitation. We will continue to work with teams to come up with better ways of working for the benefit of the organisation and its customers.

## About us

Organisations rely on processes to get things done. Often these simply evolve over time and become inefficient ways of working. Processfix bring powerful, proven and behaviour-changing techniques to bear in a professionally facilitated environment.

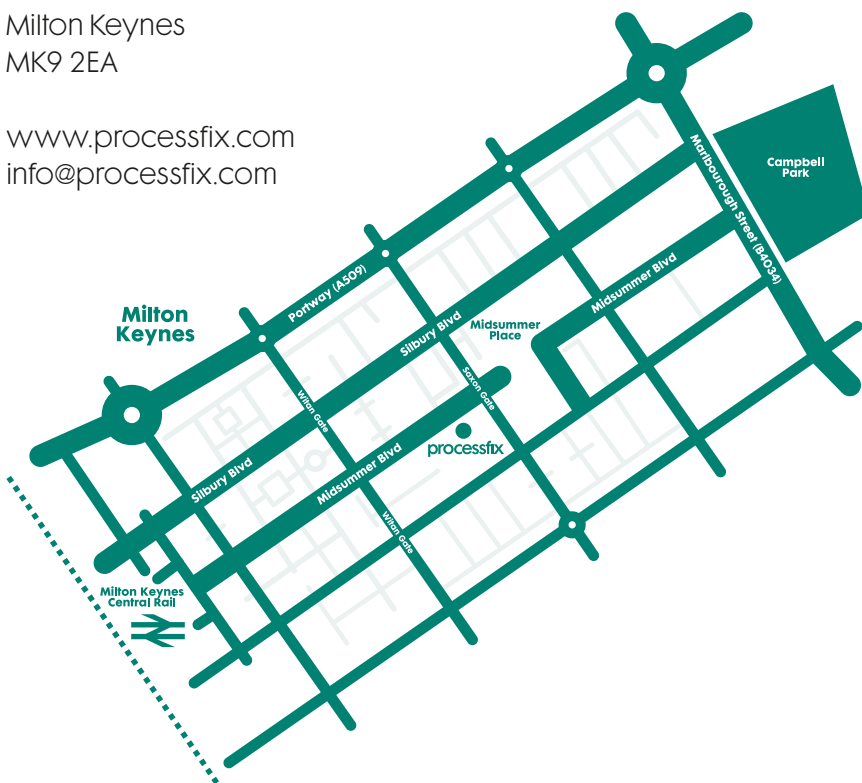
We focus on engaging your teams in their own improvement, empowering them to re-evaluate the way they do things and to develop new and improved ways of working that transform performance and deliver immediate results.

Whether you require rapid improvement workshop facilitation, an organisational wide process improvement programme or to develop and train your team. Processfix specialise in engaging your people, delivering immediate benefits and instilling continuous improvement across your organisation.

If you would like to find out how Processfix can benefit your organisation, please contact us at:

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## And finally...

"I just wanted to say how much I appreciated the Processfix workshop. What was particularly valuable was the opportunity to spend time with colleagues who I didn't know well but who are all equally important parts of the process."

Peter Beazley, Consultant Clinical Psychologist, University of East Anglia

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