



Alex Brough is a business, government, and recreational leader with a record of solving complex problems in technical environments through systematic and objective evaluation of information and by effective advocacy for decisive and productive change.

With work and education in some of the most trusted brands in business and governance, he brings a unique outlook and diversity of skills to his teams.

Alex founded Accipiter in 2023 to follow his passion of mobilizing change in dynamic and forward thinking organizations. When designing solutions around the specific need and team, execution goes beyond rote process implementation and repetition. Custom solutions and services will take your team's execution to the next level.

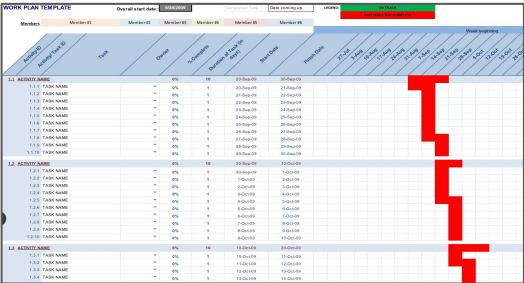
Contracting & Consulting Service Offerings

Systems Integration - Program Management

Services oriented toward the full-scope management of programs to meet key business objectives. These services range from simple scheduling and work planning to full control of complex system-of-systems integration programs.

Project Management & Work Planning

Leadership and management of single or multiple projects aligned to a program, in particular those adhering to FAR, NMCARS, DFARS, AFARS.



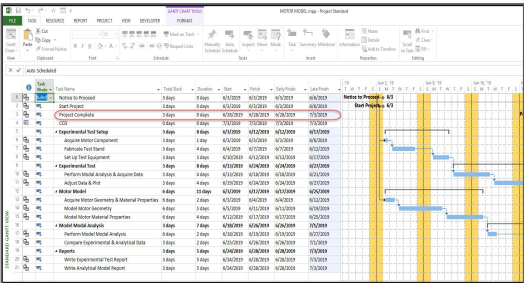
Organizational Architecture/Design

Building an organization around its desired goals and metrics to maximize successes, minimize redundancy/costs, and allow the workforce to achieve its full potential.



Scheduling & IMS Management

Effective scheduling to verify the attainability of contract objectives, evaluate progress toward meeting objectives, and integrate the program schedule activities with all related components, including WBS, SOW, and metrics.



Distributed Team Mission Operations

Optimize team's processes, norms, and contingencies to operate in the modern distributed workplace. This includes communication protocols, change control, feedback mechanism, and people leadership.



Metrics

Define TPM in accordance with Program Offices and SOW and build mechanisms to track in accordance with program objectives. Balance against KPI to ensure organizational as well as program sustainability.

TABLE 1-2-2-2 EXAMPLE OF PERFORMANCE INDICATORS							
Transport Objective	Performance Measures	Description	Source	Level of Service			
				Poor	Fair	Good	Excellent
Customer Care and Satisfaction	Calls to customer contact number	% of calls answered in person within 2 minutes of first receipt	OC Contract KPI	<95	≥95...<98	≥98...<100	100%
	Number of customer complaints	To be developed	Business KPI				
	Answering of correspondence, enquiries and complaints	% replied to within 5 working days	OC Contract KPI	<80	≥80...<90	≥90...<95	≥95
	Customer Survey	Weighted average of all customer survey satisfaction questions	Road User Survey	< 2.75	≥2.75...<3.25	≥3.25...<3.75	≥ 3.75

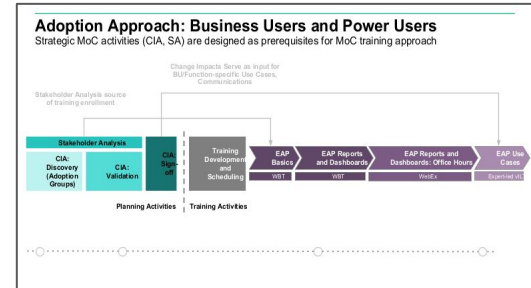
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Technology Implementation

Services oriented toward organizational adoption of a new technology, whether that technology is a niche particular to one user group or an organization-wide technology with far-reaching and complex impacts to the user base and its dependent stakeholders.

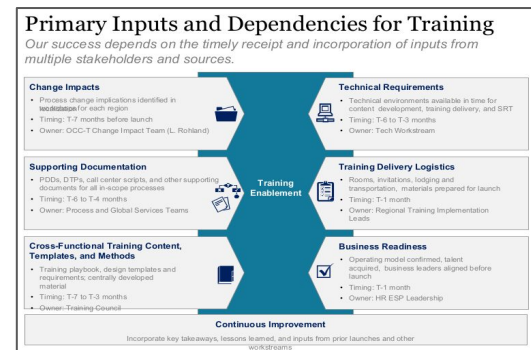
User Adoption Strategy & Implementation

Understanding the directly affected user base and designing a program to bring them along the adoption journey, from awareness through full adoption.



Training Planning & Execution

Building a training regime around an organization's day-to-day schedule to maximize adoption, marginalize status quo bias, and support users through implementation



Communications Strategy & Execution

Role-specific communications throughout the project lifecycle are essential to the success of any technology adoption or organizational transformation. An effective comms strategy will consider the specific information each role needs to know, and the media on which those roles consume and share info.

Informatics Engagement Feb-Mar 2020						
Communication Topic	Audience	Email	Live Discussion	Workplace Posts	ICE Newsletter Pages	Web Update
Leadership Update	Key Leadership		Week of 24-Feb			
Key Changes Infographic	Sales, CS, IS, IT, Fin			Week of 24-Feb	Week of 24-Feb	
Train-the-trainer Invites	Sales, CS, IS, CP, Trainers	Week of 2-Mar				
TRIBE Newsletter Highlight	Channel Partners	Week of 2-Mar				
Internal Audience Training Invites	Sales/CRM, CS, IS	Week of 2-Mar				
Personas Infographics	Sales, CS, IS, Fin			Week of 9-Mar	Week of 9-Mar	
Channel Partner Training Initiatives	Channel Partners, PAM, GCPO	Week of 9-Mar				
Financial Review/Recognition Scenarios	Fin			Week of 23-Mar	Week of 23-Mar	
TRIBE Newsletter Highlight	Channel Partners	Week of 6-Apr				
Internal Audience Go-live comms	Sales, CS, IS, Fin	Week of 6-Apr				
Customer Go-live comms	Customers, preview to Channel Partners	Week of 6-Apr				
CP Training posted to Channel Partner Portal	Channel Partners					Week of 6-Apr
Customer FAQ	Customers					Week of 13-Apr
GAA with Functions	Sales, CS, IS		Week of 13-Apr			
Post Go-Live Comms via Email/Workplace post	Invited Stakeholders	Week of 13-Apr		Week of 13-Apr		

Change Management

A holistic approach to change incorporates a sound framing of the changes, measures of readiness, adoption networking and planning, communications, training, and key performance indicators and metrics to inform key decision-makers throughout.

