



Press Release Issued 25 April 2013

Announcement:

*Today two local professional firms have announced the formation of the **DIVERSIS GROUP** enabling them to offer their combined complementary skills and expertise to benefit businesses in Staffordshire.*

*In an economic environment in which businesses will have a variety of different challenges the common theme is performance improvement. Often finding the right combination of expertise, now offered by the **DIVERSIS GROUP**, has to be bought in at high cost from outside the area.*

*Bob Bell, Managing Director of **MPCG** said “Bringing in expertise from a distance can have a negative impact financially and undermines the regeneration agenda and its focus on sustainable business and jobs in the area. **The DIVERSIS GROUP, based in Staffordshire can offer this unique service to local companies** thus enabling them to enhance their People and Process activities to achieve improved and sustainable Performance; local resource; locally designed solutions; local rate; contributing to local economy and regeneration of the area”.*

***CIF** Director Colin Copeland said “Indications are that business priorities during the early part of the credit crunch were to maintain capacity, develop new products whilst also to focus on cost reduction. With a traditional ‘V’ shaped recession business response was simple; wait for market confidence to improve then invest in growth strategies. However, the economic double dip and now flat line recovery has made the outlook even more uncertain, so businesses are not investing just to see assets sit idle even if cash is available. Their challenge is to drive business performance through process and people effectiveness. Through the development of the Diversis Group, we have the opportunity to add further flexible, cost effective value adding business services to help companies address these challenges.”*

Why this Collaborative Alliance?

CIF has recognised that improvements can be impeded when clients approach HR activities too traditionally. This in turn has highlighted the importance of being able to provide complementary HR skills in order to deliver sustainable improvements.

CIF have announced that they are to join forces with MPCG to create a unique service that combines their process and people expertise. The new service will be named Diversis Group. The collaboration with MPCG provides local, high quality expertise that rivals many of the UK's larger business consultancies.

About the Partners:

CIF Management Consultants Limited

CIF Management Consultants Ltd was established in July 2011 by Colin Copeland and Graham Kennett. Based at the Nova Centre, Keele University, CIF are business improvement and change management specialists. Its modern and innovative services are used by companies to resolve process inefficiency through the engagement of employee teams and structured problem solving. Colin and Graham can draw on their experiences of working with companies across the West Midlands to deliver real change. Their message is simple; high performing businesses improve both process and people.

MPCG Professional Services Limited

Working out of the Genesis Centre at Innovation Way Stoke on Trent MPCG Professional Services Limited is a leading Staffordshire firm of practitioners delivering Human Resources, Recruitment, Outplacement and Business Process Change Professional services. Founded in 1993 and with an established reputation for the provision of services appropriate to the needs of the client's organisation, MPCG provides tailored people solutions in a wide range of public and private sector organisations with differing economic and commercial environments

In addition to this pragmatic, solution driven approach MPCG has an increasing portfolio of clients using MPCG as their outsourced HR function.