

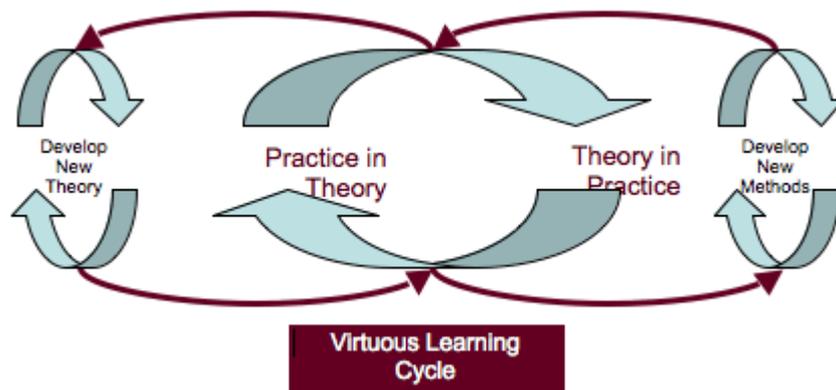
## Research

Research into what enables an organisation to be effective underpins all of the work of Beckford Consulting. Bringing a rigorous, research based approach to all projects ensures the development of transformational thinking to address the challenges faced by client organisations.

John Beckford has a powerful CV. He holds a PhD in Management Systems and Sciences from the University of Hull, is a Fellow of the Cybernetics Society, the RSA and the IET and a Member of The Institute of Management Services. John is Visiting Professor in the Centre for Information Management at Loughborough University and the Department of Civil, Environmental and Geomatic Engineering at University College London.

The focus of John's research is the application of the theories of Management, Organisational and Informational Cybernetics – and he believes that practice and theory must be linked together in such a manner that each informs the other. Having a foot in both the practical and academic worlds enables John to understand theory in practice, and practice in theory blending leading edge, original thinking with extensive practical experience to combine pragmatism with innovation and invention. He is certain that the best answers will come not from the things that have been done in the past but from new insights available through experimental research. "Continuing to use a screwdriver to hammer in a nail is not any more sustainable than it ever was," he says, "If what we've got isn't working, we'd better go and invent something new." John achieves this by

rooting his practical work in the application of new thinking to problems – and by challenging theory with the practical problems that arise from its application – creating a virtuous learning cycle.



John works with a number of associates, several of whom are skilled researchers in their own right and each of whom brings a distinctive capability to support and complement John's own skills.