

Sid Ridgley - Enterprise Development Professional

“The 20th century was about co-operation, and the 21st century is about collaboration – those that transform their cultures to fully embrace collaboration will achieve greater success.”

Sid Ridgley, is an enterprise development professional with international experience, he believes that every enterprise gets the kind of organization culture it deserves which in turn ensures that every enterprise gets the kind of employee relations and customer loyalty it deserves. Pouring money and energy into making employees “happy” won’t ensure customers are treated any better or that the organization’s goals are met. The focus has to be on the whole enterprise not just employees, or customers, or owners, or other key stakeholder groups.

Sid also believes the focus ought to be on transformation and transitions – not change. Your culture is what it is, but not what it could be. When leaders embrace a strategy of “change” they essentially have a “fix it” mentality and action plan. Making transitions and transformation is a “future create” mentality and action plan.

As an experienced executive he believes most professionals and their firms who provide consulting type of services fall into 2 camps: they are either dispensing medicine or they are dispensing vitamins. Sid and his colleagues have experience in, and can, dispense medicine – however they live in the dispensing vitamins group. He has been doing so for over 25 years.

Sid recognizes his clients already know a fair amount about employee satisfaction, employee engagement and culture. He also knows that anyone with computer access today can do an internet search on the topic and get tons of information. So he customizes his services to give the clients information that is missing or unknown as it relates to culture and culture transformation. His presentations are: Strategic, Insightful and Dynamic.

Expertise: Profit and loss experience in retail, software development and consulting sectors.

Credentials: Hands on experience in helping people and organizations make transitions to an improved and different tomorrow.

Reputation: Trusted source for simplifying the complexities of organization culture transformation.

Vision: Every enterprise is a high performing excellent place to work and to do business with.