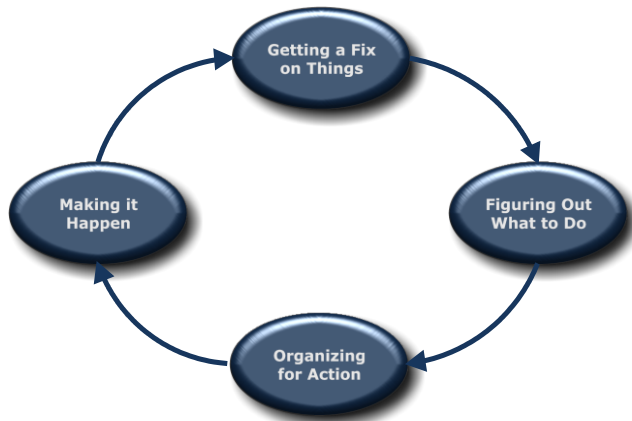


Solution Engineering



At Distance Consulting, we help our clients engineer solutions to performance problems. By “engineer” we mean *to bring about through skillful, artful endeavor*, as in “He was able to engineer a turnaround in the sales force’s performance” or “She engineered a radically new approach to product development.”

We do this through a proprietary approach called “Solution Engineering.” Our approach has been more than 30 years in the making. It has been successfully applied to operational problems, financial problems and to problems

of human performance. A few of the more distinctive features of Solution Engineering include the following:

- It is results or solution-centered instead of problem or cause-centered.
- It is a non-linear, intelligence-gathering or “cover-the-bases” activity, not a linear step-by-step procedure.
- It ties intervention to investigation and it marries art with science.
- Change management is an integral part of Solution Engineering; it is built-in not bolted on.

Perhaps its most distinguishing feature – and the source of its greatest value – is that the Solution Engineering approach makes clear the connections between your immediate actions and the ultimate outcomes you seek. This is accomplished by analyzing and mapping the structure of the situation in which the problem is embedded. We call that the “performance architecture.”



The role we play varies according to our clients’ preferences and requirements. Sometimes we advise and counsel. On other occasions we take the lead. We can facilitate a task force of client personnel or train them in the Solution Engineering methodology. And we can provide one-on-one coaching.

For more information contact [Fred Nickols](#).