



FOUNDER BOURNE
CONSULTING GROUP

The **BOURNE Model** for Organizational Success

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Welcome to the BOURNE Model – Our blueprint for organizational success – where passion meets purpose. At Founder Bourne, we believe that the American Dream should not be an unattainable aspiration, but an accessible reality for anyone fueled by entrepreneurial spirit and determination.

Our model is more than a strategic framework; it's a commitment to elevating businesses and the communities they serve. We understand that success is not just about where you start, but about the opportunities presented and the support you receive along the way. The BOURNE Model embodies this philosophy, providing a comprehensive, step-by-step approach to ensure your passion is not just a driving force but propels you towards a lasting legacy.

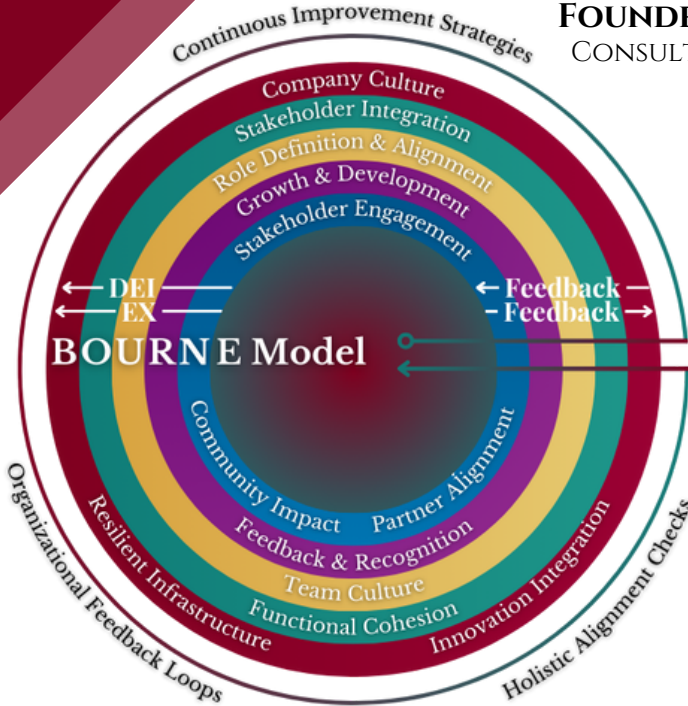
Through the BOURNE Model, we take you through the different drivers of organizational success, from foundational clarity to sustainable impact, ensuring that every aspect of your organization is aligned with your core mission. Our collaborative, hands-on, and personalized approach is designed to help your organization overcome barriers, maximize opportunities and navigate the challenges of leadership.

As you turn these pages, envision a partnership that goes beyond traditional consulting. Imagine a collaborator invested in your mission, equally committed to your growth, and dedicated to seeing your community thrive alongside your business. This is what it means to be 'Founder Bourne' – to be persistent in your pursuit, resolute in vision, and dedicated to the journey towards an impactful, prosperous future.

Let's start this journey together, shaping a future where your business and your community excel side by side, creating a legacy of shared success and meaningful impact

THE BOURNE MODEL

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In today's rapidly evolving business landscape, organizations face many challenges, but there are also innumerable opportunities to have an impact. The BOURNE Model, rooted in tested theories and methodologies, provides a roadmap for organizations to align their strategy, culture, and operations towards their unique purpose. It serves as a diagnostic tool and a strategic guide, helping organizations identify potential blind spots, streamline operations, and foster positive team dynamics.

Inspired by frameworks such as Kotter's principles of organizational change, Lewin's Change Management Model, and Herzberg's Two-Factor Theory, among several others, the BOURNE model addresses each aspect of organizational success. It addresses the whole organization, from the foundational elements that hold an organization's identity to the external interactions that shape its public perception. The model's versatility allows organizations to zoom in on specific segments for targeted interventions or to use it as a comprehensive framework for overarching organizational transformation.

THE BOURNE MODEL



B At its **Base** is the importance of a cohesive organizational culture, resilient infrastructure, and innovation embedded in organizational design. Inspired in part by Drucker's perspective, "Culture eats strategy for breakfast," we emphasize the alignment of mission, vision, and values as the compass guiding every organizational move.

O Progressing to **Operational Cohesion**, the model utilizes elements from systems thinking, highlighting the interdependence of departments and their alignment with overarching objectives. Stakeholder Theory, with its emphasis on broader organizational responsibility, also plays a pivotal role, ensuring that every stakeholder's voice is integrated.

U **Unified Team Dynamics** integrates Tuckman's stages of group development and Belbin's Team Role Theory, emphasizing role clarity and fostering a culture where trust, communication, and collaboration thrives.

R As we dive into the **Robust Individual Employee Experience**, Maslow's Hierarchy of Needs and Herzberg's Two-Factor Theory come in to play, emphasizing the importance of nurturing employees both professionally and personally.

N **Nexus of External Interactions** embodies the Stakeholder Theory's core tenets, emphasizing the organization's holistic impact on and interplay with external entities, from partners to the broader community.

E Finally, the **End-to-End Alignment** section stresses the importance of continuous organizational improvement, drawing elements from Kaizen's continuous improvement philosophies and the Balanced Scorecard's holistic performance metrics.

Integrated throughout the model is the emphasis on Diversity, Equity, and Inclusion (DEI) and the Employee Experience (EX). With DEI, organizations create a deeply embedded environment of acceptance and inclusivity. Simultaneously, the emphasis on EX, inspired by the Service-Profit Chain model, reiterates that prioritizing employees is necessary for organizational success.

bourne. /bohrn/ - noun

- 1. A purposeful journey or mission, often driven by deep-seated passion and ambition.**
- 2. The designated or envisioned path leading toward a transformative goal or vision.**

OVERVIEW

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THE BOURNE MODEL



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Organizations often feel frustrated with a workforce that does not feel aligned with organizational culture and is unable to adapt to innovative advancements. At the heart of these challenges lies the necessity for alignment. The BOURNE Model highlights the significance of culture, infrastructure, and innovation as an interconnected trio. The alignment of Mission, Vision, and Values dictates an organization's direction, providing a guiding compass for every member, while the integration of infrastructure and innovation future proof the organization.

Set a strong foundation for your organization. Reflect on these:

- Is our organizational culture aligned with our mission, vision, and values?
- When faced with market shifts or external challenges, how resilient and adaptable is our infrastructure?
- To what extent does our organization proactively seek and incorporate innovation?

- A strong culture increases employee loyalty, dedication, and motivation.
- Resilient infrastructure minimizes disruptions and maximizes productivity.
- Innovation keeps the organization ahead of the curve, ensuring longevity and relevance.

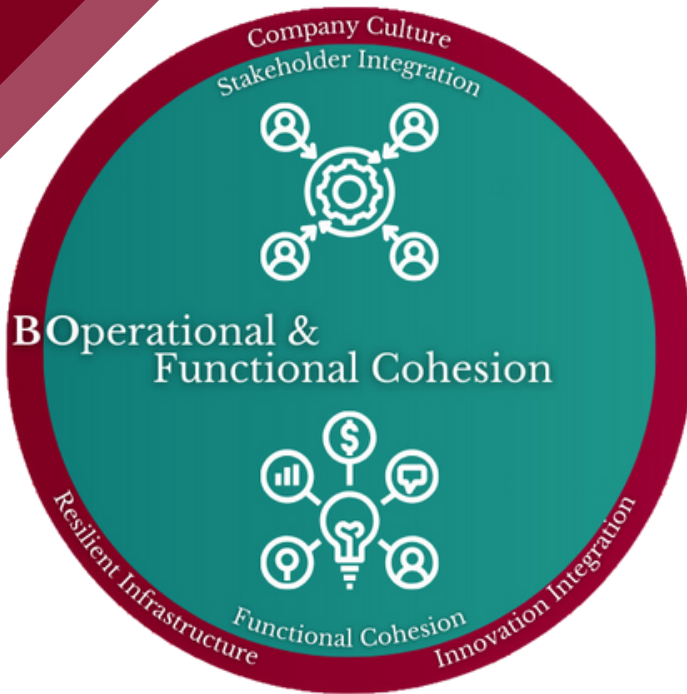
BASIS OF ORGANIZATION

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Many businesses are faced with siloed teams, missed opportunities, and dysfunctional processes. The answer often lies in harnessing cohesion. This stage emphasizes the integration of stakeholders around a common purpose and underscores the importance of structured collaboration across functions. This level recognizes that each business area is interdependent. It is vital that harmony is achieved, not just amongst departments, but within individual systems, setting the stage for organizational success.

Ensure optimal organizational operations with these considerations:

- Do all our departments effectively contribute to overall organizational strategy?
- How deeply have we integrated stakeholders into our strategic roadmap?
- Are our operational functions synchronized and driving towards a unified goal?
- Ensures seamless inter-departmental collaboration.
- Achieves more efficient resource allocation and productivity.
- Enhances overall organizational performance through aligned goals.

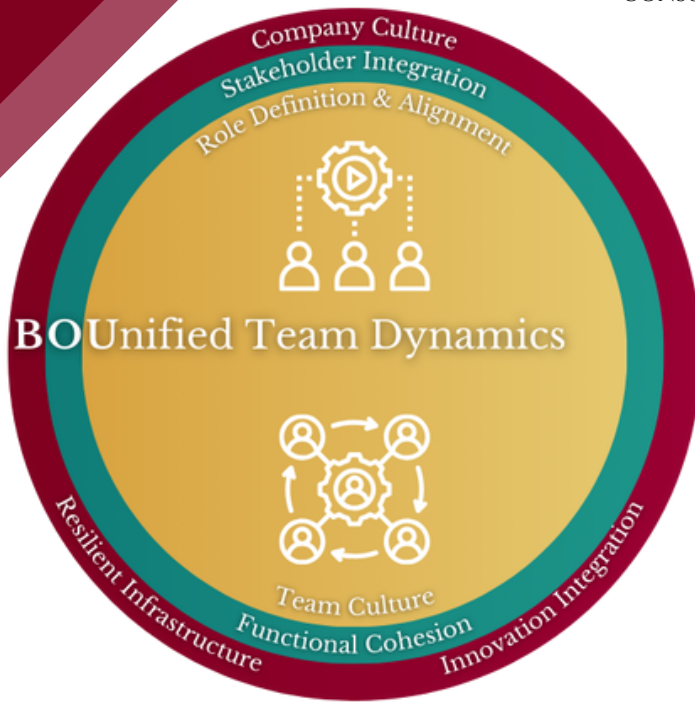
OPERATIONAL COHESION

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Unified teams serve as the driving force behind any organization. This level underscores the necessity for clear role definition, ensuring each member understands their unique responsibilities and how they interact with others. With roles meticulously defined, fostering a team culture that mirrors the broader organizational culture becomes essential. It's vital to cultivate an environment where team dynamics are positive, and respectful disagreement isn't just allowed, but is actively encouraged as a catalyst for growth and innovation

Unify your teams for success. Gauge with these:

- Are team members clear about their roles and contributions?
- How would you rate the bond of trust and communication within your teams?
- Are our team goals in harmony with the overarching organizational vision?

- Enhances team efficiency and effectiveness.
- Promotes a positive workplace environment.
- Encourages individual accountability and collective responsibility.

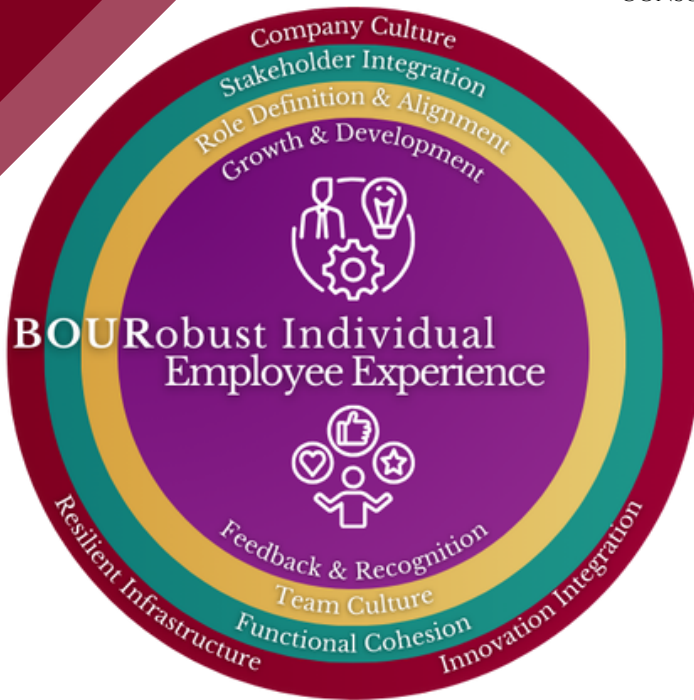
UNIFIED TEAMS

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Cultivating a Robust Individual Employee Experience prevents talented employees from leaving too soon, promotes high performance levels, and improves employee loyalty. This level leads with the understanding that employees can only succeed when their foundational needs are met. Growth is as much about harnessing strengths as it is about improving weaknesses. Emphasis is placed on growth – not just within their current roles, but also in their broader personal and professional endeavors.

Nurture your employees. Are their foundational needs addressed?

- Are we providing avenues for employees' personal and professional growth?
- How robust are our feedback mechanisms, and do they constructively guide employees?
- Do we actively ensure every employee feels acknowledged and valued, respecting their diverse backgrounds and perspectives?

- Enhances employee satisfaction and retention.
- Boosts motivation and engagement.
- Promotes an inclusive environment where every voice is valued.

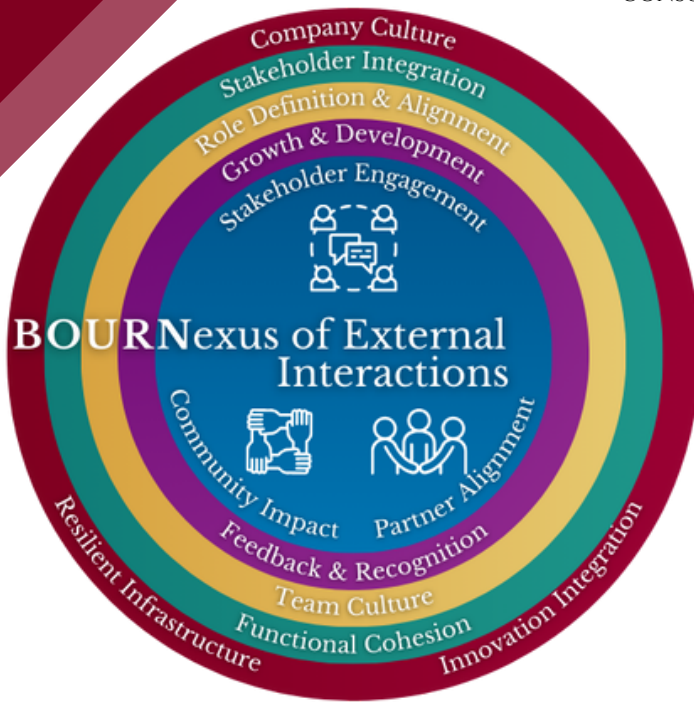
ROBUST EMPLOYEE EXPERIENCE

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In a world of rapidly shifting brand loyalties, how deep do your connections run with your stakeholders? The Nexus goes beyond transactions, there's a deeper level of understanding, engagement, and interconnectedness. It's not just about serving customers but genuinely understanding and addressing their needs. Every organization has an impact on its community, either strengthening or weakening it. Given this symbiotic relationship, it's vital for organizations to understand how they influence and are influenced by the larger community.

Shape your organization's external impact. Contemplate on these:

- How effective and open are our channels of communication with external stakeholders?
- Do our partners' values and aspirations mirror ours?
- Beyond business metrics, how are we adding value to the larger community?
- Strengthens brand reputation and stakeholder trust.
- Enhances collaboration opportunities with partners.
- Amplifies positive societal impact.

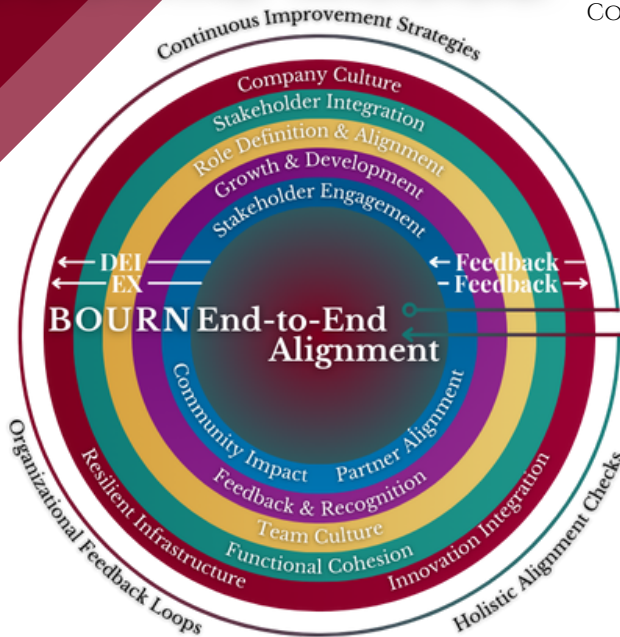
NEXUS

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In a business environment that's forever evolving, standing still isn't an option. This segment amplifies the necessity of agility and continuous improvement in modern organizations. Regular alignment checks and an ingrained culture of feedback are pivotal to navigating evolving business environments.

The principles of Diversity, Equity, and Inclusion (DEI) run deep in every level of the Model. Instead of being an afterthought, DEI is intrinsically ingrained, signifying that diversity is both an asset and a reality. This starts with the perspectives of external stakeholders, a reflection of our diverse society, which then informs the entire organization.

Recognizing the direct link between positive employee experience and organizational success, it becomes clear that employees are the heart of any company. The BOURNE Model, in essence, champions a strategy that places employees at its core, ensuring that every organizational initiative is crafted with their experience in mind.

Future-proof your organization. Think on these points:

- How periodically and rigorously do we conduct organizational alignment assessments?
- Is our commitment to continuous improvement more than just a catchphrase?
- Are insights from every nook and cranny of the organization captured and acted upon?

- Ensures organizational agility in a dynamic market.
- Enhances long-term sustainability through periodic refinements.
- Cultivates a proactive rather than reactive organizational approach.

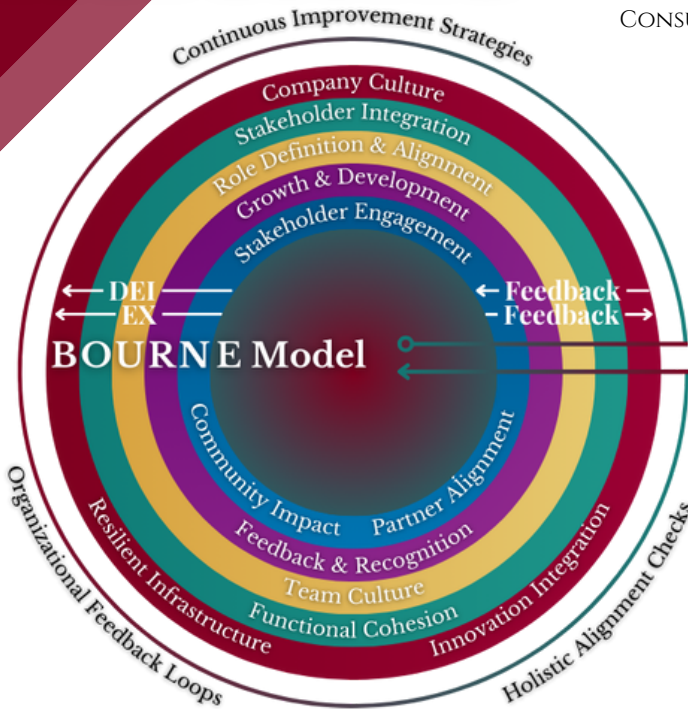
END-TO-END ALIGNMENT

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The BOURNE Model is more than a theoretical framework – it's a blueprint for passionate founders and committed leaders seeking to rejuvenate and empower every aspect of their organization. This journey isn't about quick fixes or surface-level adjustments; it's about diving deep into all areas of your organization, unraveling its complex culture and network, and recognizing how each segment interlocks within a larger, cohesive whole.

Being 'Founder Bourne' is about embodying an unwavering commitment and sense of ownership. It means persevering through challenges, adapting and innovating for the future, and taking full ownership of your organization's direction and results. It's a commitment to excellence at every level. Utilizing the BOURNE Model as your compass, you set your organization on a trajectory of not just success, but lasting, meaningful impact. Embrace this comprehensive approach and begin crafting a legacy that resonates for years to come.

As your journey unfolds, regular revisits and refinements to each aspect of the BOURNE Model are crucial. This ongoing process of evaluation and adaptation is key to maintaining momentum and achieving your evolving goals. At Founder Bourne our services are designed to align with each layer of the BOURNE Model, offering you tailored support, strategic insight, and the hands-on guidance needed to navigate your path to success. Let's collaborate to turn the principles of the BOURNE Model into actionable strategies, propelling your organization towards its fullest potential.

Your journey of transformation begins now. Reach out to us, and let's explore how we can work together to elevate your organization and actualize your vision.

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Our Mission

Empowering Purpose, Fostering Community.

Our Vision

Envisioning a world where businesses are catalysts for elevating communities, fostering opportunity, equality, and shared prosperity

Purpose Fuels Passion

At Founder Bourne, we believe in the transformative power of passion and purpose. Our dedication lies in supporting every venture, large or small, profit or non-profit, with the personalized, collaborative guidance it deserves. We're more than consultants; we're partners in your journey, committed to turning your vision into a tangible reality. Whether fortifying established companies or nurturing grassroots organizations, our hands-on approach is designed to amplify your impact and uplift the communities you serve. We understand that success isn't just individual – it's communal. As your strategic ally, we empower you to not only achieve but surpass your goals, creating a legacy of prosperity and positive community change

Who We Are

At Founder Bourne, our identity is grounded in the spirit of continually evolving, fueled by diverse experiences and held together by a unique purpose. The 'Founder Bourne' mindset is a commitment to not just thrive in business, but also to foster positive change in the communities we touch. It's where ambition meets impact, where every step forward is a stride towards a better, more inclusive future.

Our Values

Empowerment | Community | Inclusivity | Innovation | Integrity

At Founder Bourne, our values our North star that guides every step we take. Our Values are not just ideals we strive for; they are the foundation of our approach and decision-making processes. These values inform how we partner with our clients, shape our solutions, and engage with the broader community. They ensure that in our mission to empower your purpose, we remain true to a culture of collaboration, creativity, and ethical excellence, fostering an environment where every venture thrives and every community is uplifted.



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What We Offer

At Founder Bourne, we offer a comprehensive suite of services designed to elevate and empower your organization. Whether you're seeking transformational strategies in Organizational Development, specialized support for Non-Profit and Service Organizations, or expert guidance in HR Services and Support, we tailor our approach to fit your unique needs. Our services span from enhancing operational efficiencies and building robust brand identities to fostering inclusive and engaging work environments. Each category – Organizational Development & Strategy, Non-Profit & Service Organization, and HR Services & Support – is structured to address your specific challenges with innovative, effective solutions. We are committed to partnering with you to create lasting change, drive impactful growth, and navigate the complexities of modern organizational dynamics.

Organizational Development and Strategy



Operational
Improvement



Brand Identity
and Marketing



Leadership
Development



Change
Management

Non-Profit & Social Service Organizations



Grant & Funding
Support



Program
Development



Community &
Stakeholder Engagement

HR Services & Support



End-To-End
HR Solutions



Employee
Experience &
DEI



Advisory &
Ongoing
Support



Compliance &
Audits



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