

G-CLOUD 14



# SERVICE DEFINITION DOCUMENT

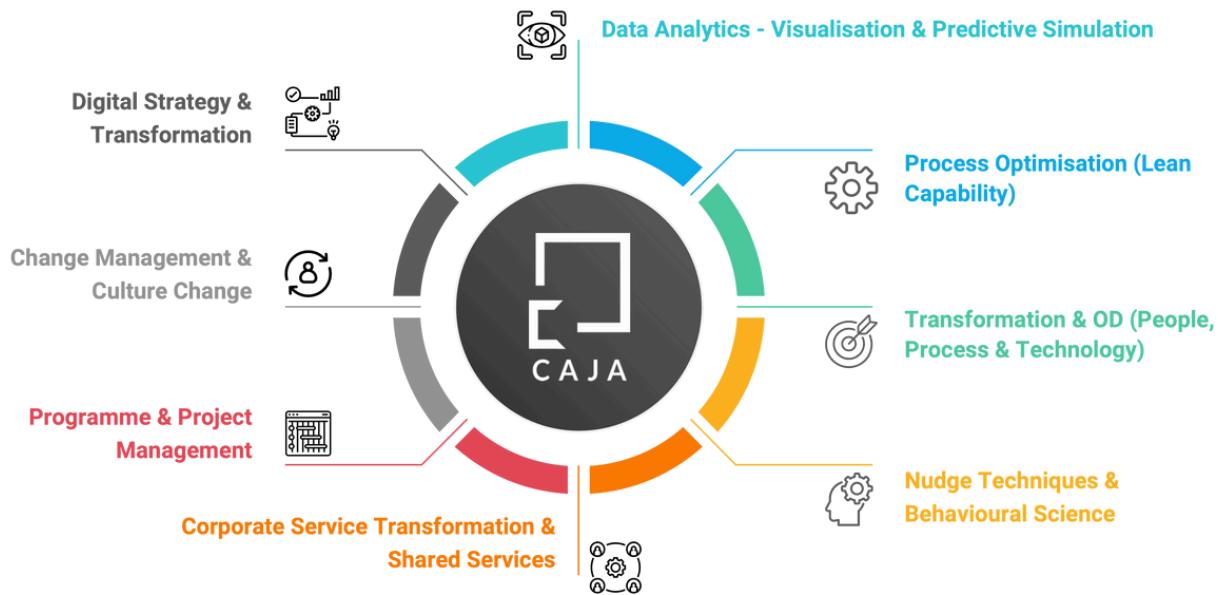
# STAKEHOLDER ENGAGEMENT & COMMUNICATION



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## What We Are and What We Do

Caja is an innovative business transformation consultancy, located on Keele University Science Park. With a profound focus on organisational optimisation, (strategy, Process, Technology & People) business & digital change, for successful evidenced based outcomes, our expertise is underpinned by robust governance and programme management, data & behavioural science, challenge, knowledge sharing, and transfer.



Our collaborative approach begins with a deep understanding of your vision and goals, delving into the intricacies of your environment and organisation, and ensuring that there is a shared understanding of your strategic priorities.

Our experienced senior resources are leaders in their respective fields, pooling a breadth and depth of knowledge and experience from across the private and public sectors. Our directors, all of whom have previously held senior roles in large global professional services, outsourcing and transformation businesses, manage the Caja community and are dedicated to ensuring that all our clients receive consistent high-quality outcomes, underpinned by robust quality assurance frameworks.



### Vision

Our vision is to be the industry leader in business transformation, continually setting benchmarks for innovation and excellence in service, impacting a broad spectrum of industries including public, private, health, and education sectors.



### Mission

Caja is committed to driving sustainable transformation and solving complex problems through innovative, tailored solutions that combine people-led processes and advanced technology, enhancing business success across diverse sectors.

Caja leverages the expertise of over 140 business consultants across various industries to offer a robust alternative in the market, driving real and sustainable change.

Our entrepreneurial spirit fosters strategic technology partnerships in areas like digital transformation, AI, robotics, and cybersecurity.

Our team's vast experience spans local and central government, the charitable sector, and private industries, aligning organisational capabilities with strategic visions.



## OUR **EXPERIENCE**

At Caja, we pride ourselves on crafting tailored solutions that drive success and innovation. The following case studies are a testament to our strategic approach, showcasing the significant impacts we have achieved in partnership with our clients. Each example highlights our commitment to transformative solutions and the real, measurable benefits our clients have experienced.



**Behavioural Science  
in Primary Care**



**ERP Business Case  
Development**



**Adult Social Care  
Transformation  
Programme**



**Corporate Technology  
Programme**

For more information and case studies - please visit <https://www.cajagroup.com/experience/>



## STAKEHOLDER ENGAGEMENT & **COMMUNICATION**

Stakeholder engagement/communication is fundamental to all business change and cloud programmes/projects. Early stakeholder engagement ensures that cultural, behavioural, environmental, and economic factors are fully understood and catered for in developing the integrated business solution. Our communication approach and materials are innovative, verbal, and visual to reach the widest possible audience.

The service features include stakeholder identification and mapping, strategy/planning for engagement, stakeholder involvement, consultation, management, and communication, organising/managing engagement processes, workshops, focus

groups, and stakeholder events, innovative supporting material such as communications, media relations, factsheets, and graphic design, social and market research, stakeholder feedback, conflict management and mediation, user-centric design, journey mapping, and persona development, and engagement surveys.

Clients can expect several benefits from our service, including early consensus and buy-in to change, increased likelihood of programme/project delivery success and benefits realisation, reduced conflict and greater cooperation, reduced stress on employees and other stakeholders through transparency/visibility, and sustainable embedding of new ways of working.

## Standards for Consultancy Day Rate Cards

- **Consultant's Working Day** - 8 hours exclusive of travel and lunch
- **Working Week** - Monday to Friday excluding national holidays
- **Office Hours** - 9am to 5pm
- **Travel and Subsistence** - Included in day rate within 30 miles of Caja Ltd Head Office in Keele. Payable at departments standard T&S rates outside this area of travel
- **Mileage** - Payable at department's standard T&S rates
- **Insurance Included** - Professional indemnity, employers liability and public liability included in day rate

	<b>FOLLOW</b>	<b>ASSIST</b>	<b>APPLY</b>	<b>ENABLE</b>	<b>ENSURE/ ADVISE</b>	<b>INITIATE/ INFLUENCE</b>	<b>SET STRATEGY/ INSPIRE</b>
Strategy & Architecture	£473	£578	£840	£998	£1,260	£1,575	£1,995
Business Change	£473	£578	£840	£998	£1,260	£1,575	£1,995
Solution Development & Implementation	£473	£578	£840	£998	£1,260	£1,575	£1,995
Service Improvement	£473	£578	£840	£998	£1,260	£1,575	£1,995
Procurement & Management Support	£473	£578	£840	£998	£1,260	£1,575	£1,995
Client Interface	£473	£578	£840	£998	£1,260	£1,575	£1,995

*All rates are exclusive of tax and subject to individual discussions with clients. Caja Management team reserves the right to change these rates at any time.*



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# THANK YOU

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