



**ACHIEVING BEST PRACTICE
IN YOUR BUSINESS**

Publications guide



The DTI drives our ambition of 'prosperity for all' by working to create the best environment for business success in the UK. We help people and companies become more productive by promoting enterprise, innovation and creativity.

We champion UK business at home and abroad. We invest heavily in world-class science and technology. We protect the rights of working people and consumers. And we stand up for fair and open markets in the UK, Europe and the world.

Achieving best practice in your business is a key theme within DTI's approach to business support, providing ideas and insights into how to improve performance across your business. By showing what works in other businesses, we can help you see which approaches can help you, and then support you in implementation.

Best practice is about doing what works. Whatever your area of interest, the publications listed in this booklet will show you how other businesses have tackled problems and become more efficient, competitive and profitable as a result.

All of the publications listed are available as PDFs and plain text versions on our website at www.dti.gov.uk/bestpractice. Or, you can order any of them free of charge by:

- calling the DTI Publications Orderline on 0870 150 2500 and quoting the URN; or
- visiting www.dti.gov.uk/publications.

For more information about best practice, including real life examples of how other UK businesses have adopted it, visit www.dti.gov.uk/bestpractice.

This booklet is for: anyone interested in how they can use best practice techniques to improve their business's performance.

It covers: a whole range of best practice publications, and a taster of what's inside them.

Contents

02 How to use this booklet	10 Communications publications
03 Management publications	11 Technology publications
05 Sales & marketing publications	14 Case studies
06 Operations publications	15 Further help and advice
08 People publications	

How to use this booklet

Material on *Achieving best practice in your business* is available both as printed guides or as PDFs on our website.

This booklet groups the material into sections by subject matter. Each publication has a brief description and details of the formats in which it is available.

Website

Our material is all available on our website in PDF format. This allows you to print off a high quality copy to read offline. We have included a shortcut web address to take you straight to it. In the address bar of your internet browser, enter our website address (www.dti.gov.uk/bestpractice) and then the shortcut listed. This will usually be the slash sign followed by assets/ and an abbreviation of the publication's title.

Once you've read the material you were looking for, we'd encourage you to explore the rest of the site. It is updated regularly with guides covering all aspects of best practice; guidance on how you can change business processes and relationships; and real life examples of how businesses have implemented best practice. It also has a number of interactive tools that help you to assess your business and develop effective strategies.

Printed brochures

All of the material detailed in this leaflet is available in printed format. All our printed brochures are available free from the publications section of our website or by calling our Publications Orderline on 0870 150 2500. Either quote the name of the publication you want or give the URN.

Management publications

The success of your business depends on careful planning and skilful day-to-day management. The publications in this section offer guidance on leadership, benchmarking, forecasting, strategy and finance.



- **Ideas for business management**
This brochure looks at the management ideas of some of Britain's most successful businesses and explains how they could be relevant to your business. A useful read for anyone seeking ideas to improve the way it manages a business.
URL: </assets/ideas4busman.pdf>
URN: 04/810



- **Best companies: best practice**
A look at some of the forward-thinking practices used by companies featured in *The Sunday Times 100 Best Companies to Work for survey*.
URL: </assets/bcbp.pdf>
URN: 04/813

Publications Orderline: 0870 150 2500



- **Inspirational leadership**
How do you motivate people?
What kind of leadership do people respond to? This brochure looks at some examples of best practice.
URL: /assets/leadership.pdf
URN: 04/1085



- **E-business planner**
The guide is designed to help your businesses plan and execute a complete e-business strategy. It takes you from assessing your needs and setting objectives, through to selecting technologies and creating an implementation plan.
URL: /assets/planner.pdf
URN: 04/672

Sales & marketing publications

How do you find new markets and customers, retain existing customers and market your business more effectively? Read these publications and find out.



- **E-marketing**
A look at how e-mail, websites and other technologies are giving businesses better and more flexible ways to market their goods and services to customers. It explains the benefits of e-marketing, what the options are, and how to go about it.
URL: </assets/marketing.pdf>
URN: 04/670



- **Building an e-commerce website**
E-commerce is about using the internet to buy and sell goods and services online. This brochure shows you how you can use the internet to sell more. Find out whether an e-commerce website is right for your business, what options are available and how to build one.
URL: </assets/building.pdf>
URN: 04/926

Publications Orderline: 0870 150 2500

Operations publications

Get your business working more efficiently. From quality management, through to improving your information management, logistics and purchasing, these publications will put you on the right track.



- **Quality management**
This brochure discusses proven quality management tools and techniques that could improve your business's performance. It offers practical, introductory guidance on the steps involved in quality management, and would be helpful to any business wanting to improve the way it works.
URL: </assets/quality.pdf>
URN: 04/815



- **Technology, customers and suppliers: the benefits of using technology in your supply chain**
This brochure covers business processes from product development to final delivery. It advises on how to improve each process by closer collaboration with supply chain partners. Find out how to strengthen your position in the supply chain.
URL: </assets/technology.pdf>
URN: 04/816



- **Partnering and your business**
This brochure explains how partnering can benefit your business. The concept of partnering is simple: customers, suppliers and competitors can achieve more by co-operating rather than being adversarial. Find out how to create and maintain a best practice approach to partnering.
URL: </assets/partnering.pdf>
URN: 04/812



- **QCD: measuring manufacturing performance**
This brochure explains how using seven key performance measures under the umbrella of Quality, Cost and Delivery (QCD) can increase the efficiency and productivity of a business. These measures can be applied to most sectors.
URL: </assets/qcd.pdf>
URN: 04/814

People publications

How do you manage your greatest asset? The publications in this section offer guidance on recruiting and retaining a skilled, diverse and committed workforce.



- **Maximising potential: High Performance Workplaces**
High Performance Workplaces encourage best practice methods of working in human resources, work organisation and employee relations. This short booklet looks at how businesses can benefit by adopting the key characteristics of a High Performance Workplace.
URL: </assets/hpw.pdf>
URN: 04/808



- **Flexible working in practice**
This booklet brings together fifty enlightened UK organisations, both large and small, from across a wide range of sectors that have enjoyed real business benefits as a result of their modern approach to work-life balance. Pick up some helpful hints on which flexible working policies might work for your business.
URL: </assets/flexible.pdf>
URN: 04/806



- **Building your business's skills and capabilities**
A look at how businesses can improve by identifying where they need to invest in skills. It also includes case studies that show how other businesses have filled their skill gaps effectively.
URL: </assets/bsc.pdf>
URN: 04/802



- **The business case for diversity and equality**
A leaflet explaining how businesses can benefit by building a workplace that reflects the community around them. Read real life examples of other UK businesses that have successfully broadened their workforces.
URL: </assets/bcdiv.pdf>
URN: 04/804



- **Employee partnerships in practice**
This publication contains examples of businesses that have promoted good communication internally, so that employees know and understand the business's objectives and can contribute to important developments. Find out how partnership can help you to create a happier and more productive workforce.
URL: </assets/employee.pdf>
URN: 04/811

Communications publications

Better communication can transform your relationship with customers and suppliers. Find out which tools you can use and how they could benefit you.



- **Mobile working**
New technologies are making it easy to access information and work regardless of location. This brochure explains the benefits of mobile working, the most common mobile technologies and their costs, and gives you help on how to introduce mobile working into your business.
URL: </assets/mobileworking.pdf>
URN: 04/759



- **E-mail**
E-mail has revolutionised personal and business communications and many businesses say they can't do without it. Read this guide to find out about the benefits, the costs, and the equipment you need to implement it.
URL: </assets/email.pdf>
URN: 04/657

Technology publications

Technology is changing business. From internet access, through to wireless working and information security, these publications are about how technology can improve your business infrastructure.



- **An introduction to e-business**

This introductory guide explains the benefits of using technology in all areas of your business, from the internet and e-mail to extranets and mobile communications. See how other businesses have used technology effectively and find out how it could work for your business.

URL: </assets/intro.pdf>

URN: 04/671



- **Broadband**

Broadband offers fast, always-on access to the internet. Find out how it works, the costs involved, and the options for using it to transform your business.

URL: </assets/broadband.pdf>

URN: 04/644

Publications Orderline: 0870 150 2500



- **The internet**

The internet is the most significant business development of the last few years. This guide will give you an introduction to what it is, the benefits it brings to a business, the options available and an implementation checklist.

URL: </assets/internet.pdf>

URN: 04/647



- **Wireless**

A brochure looking at the benefits of wireless working. Read how your business could benefit from it, and how other UK businesses are capitalising on wireless technology.

URL: </assets/wireless.pdf>

URN: 04/651



- **Information security: Hard Facts**

A booklet looking at the importance of information security, the potential risks to information, preventative measures you can take, and how to deal with security breaches should they occur.

URL: </assets/hardfacts.pdf>

URN: 04/619



- **Information security: A business guide to using the internet**

Using the internet brings great benefit to your business but its openness makes it vulnerable to security threats. This guide covers the five steps you can take to protect your business.

URL: </assets/isbusgde.pdf>

URN: 04/624



- **Information security: A business manager's guide**
This guide looks at what information security is, why it's important and how to implement information security solutions. It includes guidance on developing a security policy, security roles and responsibilities and risk management.
URL: /assets/isbusman.pdf
URN: 04/623



- **BS 7799 and the Data Protection Act**
This guide explains how BS 7799 can help you meet the requirements of the Data Protection Act.
URL: /assets/dpa.pdf
URN: 04/621



- **Guide to Electronic Communications Act 2000**
A look at the importance of secure electronic trading and an overview of the Electronic Communications Act.
URL: /assets/eca.pdf
URN: 04/622



- **Guide to the UK ISO/IEC 17799 users' group**
ISO/IEC 17799 is the international standard for information security management. The User's Group looks at the uptake of the standards.
URL: /assets/isoiec.pdf
URN: 04/620

Publications Orderline: 0870 150 2500

Case studies

We support all the material we produce with case studies. Covering businesses of all sizes, types and locations, these show how real companies are using best practice to improve their performance. You'll find case studies in most of our printed publications and in each section of our website.



Further help and advice

Achieving best practice in your business is a key theme within DTI's approach to business support, providing ideas and insights into how to improve performance across your business. By showing what works in other businesses, we can help you see which approaches can help you, and then support you in implementation.

ACHIEVING BEST PRACTICE IN YOUR BUSINESS

To access free information and publications on best practice:

- visit our website at www.dti.gov.uk/bestpractice
- call the DTI Publications Orderline on 0870 150 2500 or visit www.dti.gov.uk/publications.



To understand the overall concept of best practice, and find out more about how other businesses have made it work, read our brochure: *Improving Business Performance*.
URN: 04/847

SUPPORT TO IMPLEMENT BEST BUSINESS PRACTICE

To get help bringing best practice to your business, contact Business Link – the national business advice service. Backed by the DTI, Business Link is an easy-to-use business support and information service, which can put you in touch with one of its network of experienced business advisors.

- Visit the Business Link website at www.businesslink.gov.uk
- Call Business Link on 0845 600 9 006.

You can download all our publications directly from the website as PDFs or plain text versions, and find a wide range of other information that's free and easy to access:

- **Real life business examples.** Covering businesses of all sizes, types and locations, these examples show how real businesses have used best practice to improve their performance. They are on our website in PDF format for reading online or downloading and printing quickly and easily.
- **Online tools.** These include an E-business planner, a Broadband checker and a Benchmarking tool, which will help you get feedback tailored to your business. You can use them to assess your business's needs, find solutions and plan implementation.

GENERAL BUSINESS ADVICE

You can also get a range of general business advice from the following organisations:

England

- Call Business Link on 0845 600 9 006
- Visit the website at www.businesslink.gov.uk

Scotland

- Call Business Gateway on 0845 609 6611
- Visit the website at www.bgateway.com

Wales

- Call Business Eye/Llygad Busnes on 08457 96 97 98
- Visit the website at www.busesseye.org.uk

Northern Ireland

- Call Invest Northern Ireland on 028 9023 9090
- Visit the website at www.investni.com

