

Specialist advice and guidance for business leaders

Business leaders need confidential guidance, support and focused inspiration. Someone to brainstorm and plan with, but also be challenged by. A place where they can get independent and experienced input to some of the tough decisions and strategies that determine their company's future. Without someone who 'gets it' an owner can miss opportunities or simply waste time going round in circles.

How your Trusted Counsel can help

- Establishing personal aspirations – financial and non-financial
- Developing strategic priorities to deliver your aspirations and evolve them over time
- Ensuring progress against priorities to actually get things done
- Accelerating growth
- Enhancing the value of your business
- Maximising the options for realising that value

Areas you may work on with your Trusted Counsel

Proposition & Positioning	Clients & Management Team	Growth Strategy & Financials
Is your offer still relevant and attractive, or do you need to reinvent or reposition? What sets you apart from the competition? Why do people buy from you? Have you captured all your IP and are you monetising it?	Do you have any client dependencies? Does your pricing need re-thinking? Do you have an effective business development programme and how do you measure? Are the right people in the right roles? Are you incentivising the right behaviours?	Are you aiming at the right verticals? Are there new products, services or geographies you should consider and how would you deliver? What should your KPI's be? How do you stack up against industry benchmarks?

What makes this offer accountable and effective?

We have developed a robust and effective process that makes Trusted Counsel an efficient way of developing the performance and value of your company. Central to this is a simple Accountability Matrix that captures the evolving strategic priorities, initiatives, KPI's, responsibilities, milestones and timelines. We provide guidance, bring prior experience and learnings, challenge you, listen, bring objectivity and act as a sounding board to help you make things happen.

We help you focus on getting the most value from your life's work