

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.

Using tried, tested and proven techniques, we provide a mix of off-site workshop days and one to one sessions in conjunction with our Trusted Counsel members to deliver the help business owners need.

Examples of areas where we can help

- Establish personal aspirations – financial and non-financial
- Develop strategic priorities to deliver your aspirations and evolve them over time
- Ensure progress against priorities to actually get things done
- Accelerate growth
- Enhance the value of your business
- Maximise the options for realising that value

Areas we may work on with you

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

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