



OUR RESULTS BASED PROGRAMME

Introduction

The growth and profitability of many small and medium sized businesses is often constrained. The Directors may have a clear vision of the future but do not always have the time, finance or specific skills available to make it happen. In other cases it is problems of various kinds that are holding the business back.

Larger businesses, in the same situation, usually call in one of the large consulting companies. This avenue is normally closed to smaller businesses owing to the cost.

The other issue is risk. New initiatives or just doing the same thing in a different way can cost a great deal of money before they start to produce benefits. This does not matter too much for larger companies but for smaller firms it can sometimes amount to "betting the company".

In the small and medium business sector there is a clear need for a programme that shares the risk - and some of the rewards - of unlocking business potential.

We have a programme which is unique and is designed to make professional, performance based, analysis and recommendations available to a wider range of companies than ever before. It is designed to incrementally improve business performance across the board minimising risk for the client and strives to ensure a positive effect on cash flow and profitability at all stages.

Overview of the Programme

The programme can be seen as falling into five discrete phases.

Phase One – Exploratory

Phase Two – "Quick Win"

Phase Three – "Business Analysis "

Phase Four – "Specialist Projects"

Phase Five – "Continuous Improvement"

These phases are explained in more detail overleaf.

The Result

- **We have a clear track record of improving businesses.**
- **There are no contracts, if you are not receiving benefit, there are no ties.**
- **You will receive analysed and researched direction from proven strategic sources combined with dynamic management support.**
- **Time and Pressure will become more manageable.**
- **Your personal life easier, your business life more agreeable.**
- **It will allow you to focus on key, preferred or your strength issues in your business making, you personally more effective and stimulated.**
- **Both you and your business will benefit, becoming more successful and enjoyable, giving you a "win win" result.**

To arrange your first exploratory meeting please telephone 020 8755 5824.

Phase One – Exploratory

The exploratory phase is designed to provide us with a basic understanding of the business, its problems, objectives and opportunities. It also provides an opportunity for the client company to get to know the lead Business Analyst responsible for supervising the entire programme.

This is achieved by interview with the Chief Executive and a detailed examination of the available Financial and Management Accounts. This is followed by research, both within our network and externally, to provide a better understanding of the environment in which the business operates.

At the end of this exploratory phase we submit our proposals via a report and presentation. Our report becomes the property of the client and may be used as the client wishes.

There is no charge for this phase nor does the client have any obligation to proceed any further.

Phase Two – “Quick Wins”

The vast majority of businesses have problems that, while they may be difficult to overcome, can actually be resolved fairly quickly given the right resources, time and connections.

“Quick Win” projects often, but not always; revolve around profitability, cash flow and security for the company and its directors. In certain circumstances where “quick wins” are available the client may not wish to exploit them. The client is in control and we will take no action without client instruction.

Specialists within our network will carry out the actual work at this stage under the supervision of the assigned lead Business Analyst. Except in very rare situations “quick win” projects are charged based upon pre-agreed performance criteria. (i.e. Results based).

Phase Three – “Business Diagnosis ”

This phase has two objectives. The first is to provide the client company with a far more detailed analysis of the business than could be achieved in the exploratory phase. It may also include starting the process of creating the client's business plan and subsidiary plans (e.g. Marketing and Production) that will be appropriate to the envisaged new situation.

The second objective is to clearly define and agree the business performance criteria that will apply to the longer-term results based projects.

The simple Business Diagnosis is free of charge. If a full Business Analysis leading to a business plan and marketing strategy is requested by the client, then it is usually, but not always, charged on a fixed and pre agreed fee basis rather than results

Phase Four – “Specialist Projects”

These projects can encompass all of the disciplines within our associate network and will be carried out by the appropriate specialists. These projects are often medium to long term (for example: Marketing projects can take months or even years before the benefits are fully realised.) The charging structure for these projects is normally a combination of retainer and results based.

Phase Five – “Continuous Improvement”

Entropy is used to describe the natural process of decay inherent in all system and organisations. This is especially true of businesses. Unless the business is continuously trying to improve everything it does it can only go backwards.

This final phase of the programme revolves around maintaining a watching brief and providing ongoing management assistance to ensure that the forward momentum is maintained and dynamism enthused through the business to achieve the desired objectives at faster pace. The phase often also includes a combined training and coaching programme to bring out the best potential of the whole business team. This becomes a joint effort in working out goals and empowering all to achieve all objectives.

This phase of the programme is managed by the assigned lead Business Analyst and is usually charged on a combination of retainer and results basis. There is often a strong pan-organisational marketing drive throughout the programme to ensure satisfied customers and a healthy business.