

Consultants to the Creative and IT Sectors



Contents

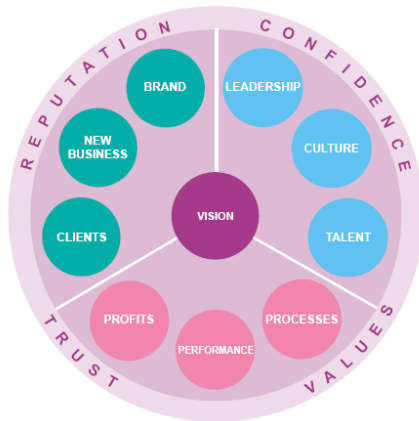
1. Who are Consultrix?
2. How do we work?
3. Who are our Consultants?
4. What do we do?
5. Our clients
6. Testimonials
7. Consultant Profiles

www.consultrix.co.uk

Consultrix 

Who are Consultrix?

Consultrix is a consultancy which helps small and medium size businesses to set and achieve their business goals and objectives.



At the heart of our consulting model is the belief that a business without a clearly defined vision is rudderless and less likely to be successful. We help owners/managers to develop clear, inspiring and challenging visions, and ensure that everything they do is aligned to turning those visions into reality.

We work with clients to develop:

- exciting visions, proven tactics and long term strategic goals
- inspirational leadership and motivated teams
- sales processes and methodologies
- methods of recruiting and holding on to talent
- distinctive brands
- new business capabilities
- plans to maximise the life time value of their clients
- processes and business models to maximise profitability
- metrics to understand what is working and what isn't
- mergers and acquisition (M&A) policies and long term exit strategies

From our head office in Wiltshire we work with clients throughout the UK in the Creative and Information Technology sectors.

Professionalism, quality and effectiveness are very important to Consultrix. Above all, we are passionate about what we do and how we do it. We know the effort you put into producing your products and services, and we are determined that whatever we do matches that energy and helps you achieve long-term success.



How do we work?

By devoting time in getting to know our clients, we can really understand them and how their businesses work. We don't offer "flat pack" solutions, but develop consulting and training programs that are tailor-made to each individual client's needs and requirements.



As each of our client's business needs are unique, we work with them in different ways, offering strategic consultancy, the development and delivery of one-off projects, tailor-made workshops, coaching, mentoring and training.

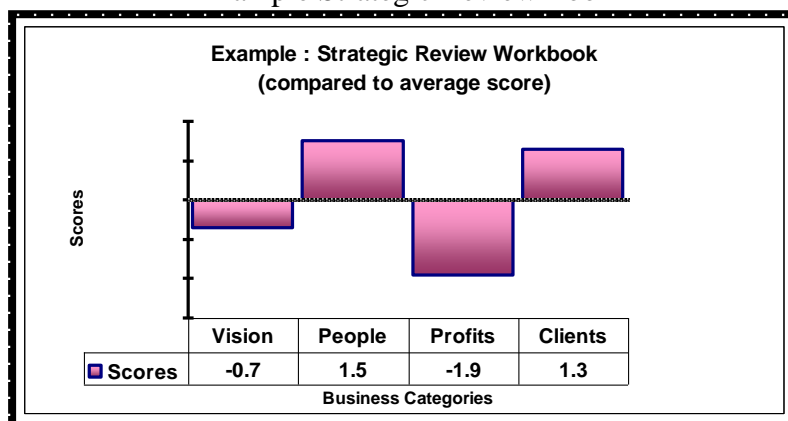
For many clients we work on a retained basis, either as consultants or as Non Executive Directors (NEDs), working with the Board and senior management teams to deliver long-term strategic goals.



Our consultants utilise personality profiling techniques, developed by Thomas International. For more than 25 years Thomas International has been a global provider of objective management systems and business assessment tools that help organisations recruit, retain, develop and train their people. Thomas' systems enable employers to understand, realise and develop the full potential of their people, providing the tools to motivate, stimulate and encourage individuals in the work environment.

We also use our own tools, including our 'Strategic Review Workbook', 'Passport to Success' and our 'End State' Profiling Tool to understand how well your business has performed to date and what your current issues might be.

Example Strategic Review Tool



Who are our Consultants?

By devoting time to get to know you at the outset, we are better able to allocate the consultants with the right experience and background for your requirements.

Our consultants include accountants, psychologists, human resource, sales and marketing professionals and M&A specialists. Perhaps, most importantly, we have all run large and small, private and public, businesses so we understand and empathise with the pressures and challenges that you work under.



Founder and Managing Director: Allison McSparron-Edwards

Having started life as a rock loving geologist, Allison decided to move into the world of commerce and people management, qualifying first as a Chartered Accountant and then as a Business Psychologist with the Open University. She is also a certified Psychodynamic Counsellor, a qualified coach and a member of BACP and the IOD. Allison has 30 years commercial experience, and has worked at board level as a Director, Consultant, NED and M&A specialist.

Her commercialism, intuition and energy helps her identify and resolve problems for individuals and organisations providing clients with demonstrable business improvements and revitalised focus and direction.

Our Consultants

Allison is supported by a team of professional Consultants, who each bring specialist skills and expertise to projects.



- Personal and Management Development Specialists
- Sales and Marketing Specialists
- Strategic/Management Consultants
- Financial and M&A Consultants
- Executive Coaches

Please note: More details about our Consultants can be found at the end of this brochure.

What do we do?

Workshops: Using the ‘Pinpoint Diagnostic’ tool we help you create strategic business plans, vision and mission statements, financial and commercial plans and run management development workshops.

Commercial Reviews: By utilising an unbiased analysis of your current strategic and commercial performance, we provide valuable information about the comparative success of your business. We review profitability, customer satisfaction and turnover; marketing and positioning; net profitability and margins; culture, talent and succession planning – no stone is left unturned in accessing your business status. We honestly assess your capability of achieving your long term goals, and provide guidance and advice for remedial action, should it be needed.



New Business Development programmes: We help you maximise future sales and profitability through our expert analysis and development of competitive positioning, products and pricing, new business strategies and plans, procurement management as well as pitches, presentations and sales performance and processes.

Client Relationship Audits: Retaining clients is vital to the profitability of any business. Our client ‘Relationship Audits’ identify relationship issues, create service-orientated training programmes, extend the life of your client relationships, create added-value dialogues with clients to grow future profits. Your clients see us as independent, professional assessors of their relationships with you enabling us to ask the questions that you may feel you can’t. Our presentations and reports will help you identify and understand the main issues affecting your retention rates and how to address these and grow your business.

M&A services: We help businesses maximise returns through our extensive experience in M&A including Valuations, Commercial Reviews, Exit Planning, Acquisition Services, Vendor Services and Fund Raising.

Retained services: By being totally involved as retained Consultants and / or Non Executive Directors, we are able to apply on-going support and expertise, depending on your needs.

What do we do? (Continued)

Leadership Development programmes: Building strong leaders and leadership teams is the only effective way to deliver your business goals. We help you understand your team's cultural and psychological profiles, skills, talents, strengths and weaknesses and, then develop leadership programs and succession plans.

Individual and team coaching programmes: These work as either a discreet service or integrated into our Consulting Programmes, and have been shown to help clients stay on track with personal or company goals. We use psychometrics to identify and assess work related personality profiles, team skills and cultures. We then coach to encourage or change behaviour, to facilitate recruitment, manage re-organisations, change culture and enhance individual and company performance.

Client Development programmes: Contractual arrangements form only a small part of the client relationship. We help you get to grips with your client expectations, developing and monitoring service level agreements. This helps avoid misunderstandings and fosters profitable, mutually beneficial, long-term relationships.

Business Mentoring: This support for individuals and organisations helps them master operational skills, facilitate organisational restructuring, manage change initiatives and assist groups in transition.

Training: Tailor made training programs for groups and individuals help teams develop relevant new skills, and add value to the business, improving performance and motivation.



Getting Started

Firstly, and most importantly we need to fully understand what challenges you and your team are facing and what your desired outcome is.

Our preliminary meeting would explore how we could work together and for us to understand what areas you wish to develop and improve.

Every client has different challenges; therefore we provide a 'bespoke' solution for each. Each will contain strategies to improve people, performance and profit.

Stepping out into the unknown can be uncomfortable but at this stage we are simply exploring working together, so contact us to find out if we can help you and your team achieve the excellence you desire.

Call Niki King now to arrange an appointment on 01793 726128 or write to niki@consultrix.co.uk

Examples of some of our Clients (past and present)



375 Creative Communications, 3 Fish in a Tree, Abstract Associates, Apex Computers International Ltd, Arbor, August Media, Bear, Better Things, Bos: , Brand(x), Business Solutions, Calder Moore Design, Concur, Deceuninck Ltd, Designation, Domain, DMS, Emnico Ltd, Factor 3, Firefish, First Protocol, Focus PR, Gekko, Glazier Design, Harriman Steel, Halesway, Hive DC, HP, IBM, IC360, Intel Corporation, ITPR, JDA, Kerve Creative, Kinneir Dufort, Mandarin PR, M4 Design, Mason Zimpler, Maynard Malone, Media Bounty, Millennium Group, Millennium Direct, Montpellier Group, My Key People, Nationwide Building Society, Next Big Thing, OTB, Paul Lewis Design, Pexton Searle, Pinnacle Marketing Communications, Praxis HIS, Proctor and Stevenson, Reality House, RPA Design, Sightline, Search Star, Sheard Hudson, Shelton Fleming, Sketchanet, Smith & Milton, Smosarski, Spaceform, Stream, Studio DB, Symantec, S&X Media, Tape, The Career Company, The CRT Trust, The Liquid Way, Toast, Think, Twice Creative, Wallace HCL, Wordlink

Testimonials

We recognise that we are only as good as our clients' say we are. Here is a selection of some recent testimonials.

Focus PR: Hilary Meacham, MD

"Focus PR was at a turning point the key benefit to us was to guide three directors through the uncomfortable discussion about what we each really wanted out of the business. Defining and expressing our personal goals was necessary and achieved. The personal profiling exercises were difficult for us all but the outcome has been a trio who, if anything, are bound even more closely together than before. Our former chairman now refers to us as the Three Musketeers!"

BOS: Guy Douglass

"Consultrix helps business managers see the wood for the trees. Their interest and enthusiasm for personality profiling has helped us to build a strong, successful team and to manage them appropriately."

Proctor and Stevenson: Roger Proctor

"Proctor and Stevenson appointed Consultrix in 2007 to help our Directors focus their thoughts on the business and the issues surrounding succession management. We are only part way through our journey but we are all enjoying it and most significantly, it is helping us to address issues that had been left unaddressed for some time due to the normal day to day pressures of project work.

Factor 3: Chris Steele

"Consultrix provided Factor3 with very pragmatic support and input. Their experience and understanding of the Marketing services industry enables businesses to consider issues in a quick and efficient manner "

Caulder Moore Design: Ian Caulder, Joint MD

Consultrix have an excellent insight into what makes a design agency tick. They use their expertise and experience to ensure that we are working on those things that build capital value and simultaneously improve our work life balance. "... we have honed our vision and are now looking at new ways to generate profitable new business."

JDA: Mike Ashton, MD

Sightline: Keith Thomas, Senior Partner

"We have the skills, the commitment and the energy to further grow our business in a very exciting industry - but we were lacking a proper strategy to do this and we knew we were missing lots of opportunities. Consultrix is helping us to get on the right track and make brave decisions about how we run and manage our business.

Toast: David Foreman, Director

We've become more focused, organised and excited about where Toast is going. Consultrix will continue to play an important role in helping us understand and achieve our goals."

Consultant Profiles

Because our consultants have worked at a senior level in creative and knowledge based businesses we talk the same language and understand the issues and concerns that all owner/managers have.

The diverse experiences of our consultants ensure that our clients have a range of expertise to call on for the business development advice they need. Between them our consultants have worked in, run, founded and sold various companies and have therefore experienced at first hand the importance of business growth support and advice; succession planning; profit optimisation and all types of strategic planning. Our range of expert Consultants means that, whoever the lead Consultant is for a particular client, we always have a range of specialist knowledge on hand to advise as necessary

MD and Lead Consultant

Our team of consultants is led by Managing Director and Founder
Allison McSparron-Edwards
BSc Hon, BSc Hon Psychology. ACA



Allison has worked largely for service sector businesses, starting at one of the top 5 consultancies, then using her management skills in a multinational relocation business before moving on to the marketing and communications sector. She has worked at board level in regional and London businesses, applying strategic thinking, developing business and people, and improving commercial returns. Allison combines a shrewd business sense with the ability to understand the human issues involved in any group working together. Honest and forthright, she tells it how it is!

allison@consultrix.co.uk

Strategic/Management Consultants



Neil Jenner - MA History Cambridge, MIPA. Career in major global advertising agencies, ran his agency JKBR, now part of the WWP group. An executive business coach specialising in 1 to 1 personal development, he places emphasis on the realities of leadership and the dynamics of change. He is a registered practitioner of "The People's Academy". Through "The People Model" an organisation is steered to the next level by its leaders whilst being driven there by its people. neil@consultrix.co.uk



Natasha McKenzie BA (Hons). Natasha has worked agency side for multinational groups including McCann Erickson and M&C Saatchi as well as niche digital agencies such as cScape and E3 Media. Using the skills she developed at the level of Client Services Director Natasha now consults on all aspects of agency growth. This involves knowledge of strategy, talent management, process and productivity improvements through to new business, portfolio, positioning and pitching. natasha@consultrix.co.uk



Simon Browne BA(Hons) - Simon graduated from Southampton in 1997 with a degree in Corporate Communications. Since then he has worked in various sectors which have included Advertising & Brand Agencies, Charities, Financial Services and Web Development agencies. Simon offers an in-depth knowledge of the creative process having qualifications and experience in graphic design, production, marketing as well as account management and business development. simon@consultrix.co.uk



Debbie Robinson FSIMM, MICM, Qualified Performance Coach - Debbie is an experienced and passionate Solution Sales Specialist. Having spent her working career in the Information Technology sector she has helped companies implement and develop successful sales processes and strategies to ensure financial targets are met and exceeded. She has total empathy with business managers who are frustrated with lack lustre sales performance and works closely with managers and sales professionals to develop engagement models and metrics. debbie@consultrix.co.uk

Financial and M&A Specialist



Colin Black - BSc., FCA, FInstD - a chartered accountant with considerable experience in the software and services sector, travel and retail. He advises all sizes of business on mergers, acquisitions and exit strategies, and helps with fund raising: VC investment, "angel" or bank finance. Colin is a skilled turn-around specialist, with a long track record as a non-executive director for both private and public companies. Colin has many useful contacts in the City and with VCs. colin@consultrix.co.uk