

## **IAG FLOATING BOARD SUPPORT**

### **Background to the problem.**

- Business support can be a serious hit on cashflow, if its funded it tends to be short term and may not offer exactly what you are looking for? The quality is therefore lower than expected and can be a serious hit to your cashflow.
- Non-Execs have been one of the solutions businesses have used to support the board and business development. However, each NED has their own specialism and therefore cannot support the full development and growth strategy on their own so that can result in a wider disparate section of NEDs being used.
- Consultancy fees for good quality Strategy consultants (such as IA Growth, are well over £1000 per day) and given latest research from NEDBoard would suggest average fees for NED engagements to be £15k-25k per annum for attending one board meeting per month with a little more if you are lucky.
- Top level proven “strategic visionary talent” is difficult to find, recruit, attract and retain, and lack of supply has meant that they have become unaffordable to High Growth SMEs.
- Lack of board members often means that organisations cannot attract the right level investment for their growth.

### **So what can entrepreneurs, owners and Directors do?**

## **Solution – Floating Board Support**

- IAG offer, high quality credible support of the “100+ club” (people who have been there and done it”). - Safe pair of hands, Experienced, Credible, with Well-developed networks,
- Prepared to put “skin in the game” through Long term partnership (2-3 years as standard).
- With regular reviews to ensure goals and fit are still there for both parties on 3 year engagements.
- Our initial investigation will ensure both parties are aligned to the agreed journey PLAN.
- KPIs will be set to ensure the ROI is known before programme agreed.
- Regular Payments de-risk the company outlay by spreading them across the term of programme, with a success fee backloaded, or equity options considered. Whilst of course the organisation can still be able to attract funding to reduce the overall cost where it is applicable.
- We are able to support with, Access to Finance, Business Development, Commercial, Succession and Exit, Operations, Supply Chain, Product Development, Talent Acquisition and Development, Sales and Marketing knowledge within team.
- Access to Corporate Investment, Tax Advice and Legal support within partners.
- Sectorial Expertise in Automotive, Aerospace, Manufacturing, Engineering, Retail, Construction, Technology, Education, Charity and Not-for-Profits.
- Allowing business owner to fit into where their strengths are but maintain overall control.
- No recruitment process to follow - all our partners are the “100+ club”. This has already been done and only the best has been recruited to support you.
- “The Floating Board” become part of your senior team and will set up governance of board etc.. required as business develops. They will also support completion of robust business plans (including financial, business development and operations), budgets and cashflow projections on a yearly basis, and in developing overall business confidence for investment etc...

## **What is Floating Board Support**

Floating Board Support is an innovative way to support business owners on their journey and avoid impacting on key resources such as people and cash.

It allows the organisation to bring in highly experienced individuals to support the business without having to go through costly recruitment processes (in terms of both time and money). It also allows for a more effective engagement as everyone who is involved has risked something to be part of the journey.

## What do you get?

- A bespoke model to grow or to sustain your business.
- Being part of a select group of organisations who IA are supporting (and you will be introduced to).
- Attendance at, and chairmanship of a monthly board meeting if required.
- Ongoing overall time allowance of a standard 30 days per annum (2.5 days per month) minimum (including board meetings).
- Ability to flex days as required to support the plan across years (if multi-year agreement put in place).
- Access to all other areas of expertise available within IA (as described above), and preferential offers, structures, rates and deals with our partners.
- “Hands on support” each year to ensure that business plan is complete and robust and is aligned to overall end game. Agreed within contracting.
- “Hands on support” with issues relating to people, process, systems, new product development, sales and marketing and finance/investment etc...
- Long-term support (contract ends generally after 2-3 years or upon achievement of goals if less time taken).
- Introduction to potential clients where applicable.
- Introduction to key support (funding, networks, software and service providers) where required.
- Networking and mastermind opportunities across those supported by IA.

## Investment for company

Support starts from just £1250 per month for 2 days access to our board members. There will also be a final pre-agreed success fee(s) based around ambitions agreed at beginning of programme, with these fees paid either at end of fiscal year(s) or on completion of journey.



## Who are we?

With a focus on integrity, impact, individuality and innovation, IA Growth uses the vast breadth of skills and experience of its team to deliver unbelievable strategic value for entrepreneurs and business owners. Not only can they provide a new approach to strategic director support, they can also help to develop business confidence, build and deploy business growth plans, plan for exit and succession strategies, support organisational development, as well as offer accredited executive coaching and mentoring.

## Our People.

### **Graham Sleep**

An engineer by trade and a LSS MBB, Graham was part of a small team that grew a US-based division of a global organisation from \$30-\$300M, and from losses to profit in 3 years. He then returned to the UK to do the same with a small business taking it from a £1.8M break-even state to £750k np in 3 years prior to setting up his first business. He is currently a Non-Exec Director and Strategic advisor for a number of businesses from £2Mn turnover to £150Mn.

### **David Land**

Engineer by background, David joined Tallent Engineering (now Gestamp) when they were a £10M company and supported their growth to £200M over a 20+ year career. As a main board member he managed and developed the Business Development, R&D and new product introduction activity across the UK. Spent five years running the Aycliffe facility and supported the sale of the business to Gestamp. He also supports many local boards including the North-East LEP, Chair of the South Durham UTC and a governor at the University of Sunderland.

### **Andrew Briggs**

Andrew has recently left The Fountain Group (running the Pen Shop retail chain) where he oversaw the growth to £10M+ as FD of the business. Prior to that he worked for large brands such as FILA and PWC after moving across from an initial Engineering degree. He has been involved in M&A as well as raising capital and investments.

### **Steve Charlton**

Steve has over 25 years' experience in the corporate world with Intel, and worked various leadership roles as part of the board in UK, US and more recently as President EMEA. His business experience, ranges from commercial leadership and business transformation, to strategic growth and people strategy. He is now developing a more portfolio career supporting IAG and his own business REAL Leadership.

### **Steven Parker**

Steven spent the last 5 years as Managing Director of fast-growing digital marketing agency, Digital Allies and brings an SME Strategy view of the digital world to the IAG team. He also lectures on digital programmes at Newcastle University and can support in SEO, Content Marketing, Google Ads Management, Email Marketing, Conversion Rate Optimisation, Social Media Management, Online Reputation Management and Google Analytics.

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