



Professional Mentoring Services

The boundaries of life and work are already blurred. We know only too well when we are leading a business, when we can have what seems like an impossible problem, and just want someone to take it away. We often feel isolated, power-less and lacking in confidence all of a sudden. Sometimes it is just that we don't know "how to". How to increase sales, how to market our business, how to build a team or just recruit that right person, how to develop a commercial model across the business or pivot it, or how to gain the right financial package at the right time to support your business but most importantly retain equity where possible. There are many others.

As a business owner you probably recognize the above... So what are your choices?

- 1) Just let it fester, costing you your own productivity and energy.
- 2) Talk to someone who has been there and done it and could give you some good support and suggestions with it quickly, and have no other agenda but to support you at the time. Welcome to IAG Professional Mentoring Services.

You choose your level of service to support what you need from this; Accountability, A Plan, A different way of thinking, to learn, to explore yourself as a leader, to find a solution, to have a "sounding board" for ideas and thoughts, or just to have someone instead of talking to the walls, etc...

To access this service there are three options for clients.

Gold-level Mentoring:

Our Flag-ship service, and only available initially within North-East England held with one of the IA Growth directors (who can be changed based on your own needs changing). This service includes;

- Discovery Session: Individual Characteristics and Business Brain Gap Assessments for both personal and business growth and alignment (normally priced at £250 per report) and individual plan for growth developed (with two directors)
- Once per month, 2 hours of face-to-face mentoring in a "safe space" with one of our directors.
- Within each of the 12 months, also 6 x peer mastermind sessions and 6 x masterclasses covering key business learnings from the top class expertise of the IA Growth team (run across alternate months)
- 30min planned accountability call between mentoring sessions.
- Private telephone line access to one of our Directors (max 30mins per month) for "Flash Mentoring" (when you need it, you need it).
- You will choose your key mentor at the start of your programme, but a session with an alternative mentor can be organized at 2 weeks notice.

Cost: £500+vat per month (on 6-monthly contract).

Email: info@iagrowth.co.uk



Silver-level Mentoring:

Available initially within North-East England only and held with one of the IA Growth directors (which can be changed based on needs) this service includes;

- A scheduled 2 hours of face-to-face or virtual mentoring (in a “safe space”) to look at options and future state of yourself and/or the business on a monthly basis
- Within each of the 12months, also 6 x peer mastermind sessions and 6 x masterclasses covering key business learnings from the top class expertise of the IA Growth team (run across alternate months)
- You will choose your key mentor at the start of your programme, but a session with an alternative mentor can be organized at 2weeks notice.

Cost: £300+vat per month (on 12-monthly).

Bronze-level Mentoring:

Available initially within North-East England only and held with one of the IA Growth directors, this service includes;

- 1st month – An initial Discovery Session: Initial 2 hr. discussion of business current state and future ambitions using IA Growth Model (with chosen mentor).
- Following months upto Month 12; A scheduled 2 hours of face-to-face or virtual mentoring (in a “safe space”) to look at options and future state of yourself and/or the business on a monthly basis. You will choose your mentor at the start of your engagement and this will not be changed for the contract signed up to.

Cost: £250+vat per month (on 6-monthly contract).

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Our Mentors.

Graham Sleep

The Entrepreneurs Forum Mentor of the Year 2019 and a Mentoring Supervisor, Graham was part of a small team that grew a US-based division of a global organisation from \$30-\$300M (through improvement and acquisition) 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 now has over 15 years of growing businesses and their leaders since leaving his directors role and is currently a Non-Exec Director and Strategic Advisor for a number of businesses across the UK ranging from <£1Mn turnover to >£150Mn, as well as being a highly sort after Executive Leadership coach for senior leaders.

Andrew Briggs

Andrew joined IA Growth from 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 held a similar position with Fila UK, and was initially with PWC. He has been involved in M&A as well as raising capital and investments, and brings all forms of strategic F.D. advice to any business. Andy likes nothing better than getting into the “weeds” and therefore brings the practical pragmatic advice needed to declutter any financial information.

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 Newton 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 as well as being a Non-Exec Director for a North-East based organisation.

Steve Charlton

Steve enjoyed a highly successful career leading Mintel consumer research organisation spanning over 25 years with spells in London, Chicago and Sydney. This has meant he has worked with people at every level of their career, virtually and face-to-face. From those starting out and getting their first promotion, all the way up to those achieving President and MD positions.

Steve’s career has given him a wealth of experience within commercial models, publishing, market research and innovation, and different perspectives, but he has always focused on how people can make a difference to their performance and their lives. His mentoring style is described as straightforward, supportive and results- driven. He supports with practical techniques and styles which are used to build confidence, achieve results and successfully navigate internal and external relationships.

Having left the traditional corporate world after more than two decades, he wanted to do more than simply become ‘another consultant’ and therefore joined the team at IA Growth as well as developing his own leadership and coaching business.

Steven Parker

Steven is an experienced business & digital marketing specialist with in- depth knowledge of strategy, finance, leadership and governance. His career in digital marketing started with ncjMedia in 2004.

Since then he gained and excelled in high-profile commercial roles, through to founding his first digital marketing specialist firm, Digital Allies, in January 2015 which he grew to over £1Mn, and exited in November 2020. He is the “youngster” and the most recent addition to the group of support.

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