



Bespoke Consultancy Support

With roots in strategy, operational and financial consulting, our capabilities range from business model innovation to change management, and everything in between. Alongside the expertise brought in by our associate directors in Digital and Commercial Market Research and Publishing we have a unique collection of capabilities to help you supercharge every stage of your business journey. As our strap-line suggests; **“We Inspire Ambition, We Improve Achievement and We Inject Advantage”**.

Not only that but across the last 10 years of us keeping records we have delivered an ROI of 30:1 on Consultancy Projects (and happy to show you how this was broken down should you require this).

So **what is bespoke consultancy**, please find below some examples of how we have helped organisations;

1. Implementation of a new business project office across 48 global sites for a large fmcg plc.
2. Development and implementation of a business strategy to support an international manufacturing company to grow from £50Mn to £120Mn from Grangemouth, Scotland.
3. Development of business strategy to save over £30Mn in efficiency improvements which then supported the development of a new capability (facility) within same organisation that led to £50Mn in new sales.
4. Development of strategic plan for a local division of a global engineering company that raised it from £12Mn to £30Mn in 3 years.
5. Have raised over £1.6Mn in finance in 2022.
6. New Operations and Financial plan for a Manufacturer and Supplier of access lifts.
7. Development of initial strategy for small retailer which took it from £250k to £800k in 12 months.
8. Development of commercialisation strategy for new technology provider which has now won a multi-£mn contract with Canadian government.
9. Talent Analytics to support organisation development within a £22Mn sub-contract manufacturer and fabricator.

Any many others...

For us **bespoke consultancy** is a short-term interaction with an organisation for up to 6 months with a maximum of 36 days engagement.

There are two main times that Bespoke Consultancy becomes the key option;

- Firstly, within the IA Growth process; is to provide a base-line within a new client (often off the back of the IA Growth Diagnostic and prior to a full Floating Board arrangement. This allows the client to have a solid starting position for the journey they are about to undertake with us, giving clarity of direction and detailed measurement potential.



- Secondly, where the company has a specific problem but doesn't have the in-house knowledge to solve it, or the in-house capacity to put towards it.

Within all bespoke consultancy engagements we can align with training, mentoring, and facilitation (face-to-face, or remotely) as is needed to effectively implement the required solution. We are not typical NEDs or typical consultants but bridge the two areas.

Some typical areas where we can support organisations within IA Growth are shown below.

Inspire Ambition

1. Visioning (development and internal / external communication)
2. Business Strategy
3. Hoshin Kanri (Strategy Deployment)
4. Cash projections and preparation for investment
5. Digital and Brand Strategy
6. Organisational Design
7. Development of Innovation projects and teams
8. Change Management (Cultural or Process)

Improve Achievement

1. Board set-up, regulation and compliance
2. Operations Excellence / Operating Models
3. Commercial Office development
4. Financial controls (systems and processes)
5. Senior and Middle Management Individual and Team Development
6. Supply Chain Management
7. Technology Architecture
8. Digital Marketing
9. Digital Optimisation
10. Project Risk Assessment

Inject Advantage

- Financial due diligence
- Digital Optimisation
- Data development
- Talent Analytics
- ERP optimisation
- Business Model Challenge
- Product and Portfolio Review
- Succession

We can provide many references to support what we do, and remember that 30:1 ROI. What do you have to lose?

Please do just drop us an email or give us a call on the below, as this costs nothing.



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.