

Specialist advice and guidance for business leaders

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Business leaders need confidential guidance, support and focused inspiration. Someone to brainstorm and plan with, but also be challenged by. A place where they can get independent and experienced input to some of the tough decisions and strategies that determine their company's future. Without someone who 'gets it', an owner can miss opportunities or simply waste time going round in circles.

Using tried, tested and proven techniques, we provide a mix of off-site workshop days and one to one sessions in conjunction with our Trusted Counsel members to deliver the help business owners need.

Examples of areas where we can help

- ✦ Establish personal aspirations – financial and non-financial
- ✦ Develop strategic priorities to deliver your aspirations and evolve them over time
- ✦ Ensure progress against priorities to actually get things done
- ✦ Accelerate growth
- ✦ Enhance the value of your business
- ✦ Maximise the options for realising that value

Areas we may work on with you

Proposition & Positioning	Clients & Management Team	Growth Strategy & Financials
Is your offer still relevant and attractive, or do you need to reinvent or reposition?	Do you have any client dependencies?	Do you have an effective business development programme and how do you measure it?
Is it clear and concise?	Would your clients be attractive to an acquirer?	Are you aiming at the right verticals?
What sets you apart from the competition?	Does your pricing need re-thinking?	Are there new products, services or geographies you should consider?
Why do people buy from you?	Are the right people in the right roles?	What should your KPI's be?
Have you captured all your IP and are you monetising it?	Are you able to attract and retain talent?	How do you stack up against industry benchmarks?
Do you produce outbound content and thought leadership?	Are you incentivising the right behaviours?	

HaysMac[★]

10 Queen Street Place
London EC4R 1AG

T 020 7969 5500
E marketing@haysmac.com

haysmac.com



Tony Walford
E tony.walford@gsquare.co.uk



Barry Dudley
E barry.dudley@gsquare.co.uk

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