

> **advance**
BUSINESS GROWTH

STRATEGY, DIRECTION AND LEADERSHIP

We work closely with our customers' leadership teams to develop a compelling vision and strategy for their business whilst at the same time helping the team perform



Confederation of British Industry 'Doing more with less' Excerpt: October 2009

“This year has been challenging both for government and for business... Nonetheless, it looks as though the worst of the recession may be behind us... Beyond the recession, the drivers of economic growth will almost certainly be different to the recent past, with consumer and government spending expected to be more constrained. So business investment... will need to make a much greater contribution to economic growth.”

Advance Business Growth

We help you to achieve growth in four key areas:

- Strategy, Brand and Culture
- Work Winning
- Improving Delivery
- Engaging people

Doing more from less by being better with less

Simply doing more is an assumption that businesses can actually achieve more without being better at what they do.

With less opportunity and greater competition, Advance Business Growth prepares your organisation for new market opportunities and challenges.

And you get?

- Clear direction and improved leadership
- Greater certainty from a growing and higher quality pipeline and order book
- Profit growth by reducing waste
- The hearts and minds of your people and your customers

“ We engage Advance to work with our leadership teams because by working with them we deal with both executive team and business issues in a concentrated business like way”

M.D. Defence Contractor

We have built business and leadership teams capable of developing compelling strategies and championing the required change. Every team benefits from assistance, especially in turbulent markets.

What you get from working with Advance:

- 1 A leadership team, of people who are self aware and comfortable with each other, whether leading or following, to improve business performance
- 2 The ability to effectively communicate between the leadership team members and outwardly to the business
- 3 The ability to disclose and use differences and conflict to generate innovation
- 4 The capability to make difficult and complex strategic and operational decisions
- 5 Commitment to a common direction, way of behaving and your brand

- 6 Champions who demonstrate the change needed in the business and who can alter course when the market changes
- 7 A leadership able to operate without our support and prepared for their next roles and succession

What's your situation?

You are building a new business, integrating existing businesses, making a new acquisition, setting up a joint venture, changing the objectives, the leadership or membership of an existing business or embarking on a turnaround situation?

Talk to Advance

“As usual, when working with Advance, the knotty commercial and relationship issues emerged. We dealt with them and have now moved on, even stronger.”

M.D. Civil Engineering Contractor

We have built business and leadership teams capable of developing compelling strategies and championing the required change.

In the last 3 years we have been engaged in:

Defence PFI

Building the leadership team, the Joint Venture delivery teams underpinned by their own brand and culture to deliver one of the most successful Ministry of Defence PFI's.

Highways

Selecting and developing the leadership team and brand for a new service concept and a recognised market leader.

Rail

Selecting and building the team to lead and integrate a recently restructured international rail business.

Civil Designer

Challenging and then supporting the board to review and dramatically revise their direction, services and selected markets.

Defence Contractor

Developing the strategies and the team to deliver the agreed business plan and related change after privatisation.

“These people [Advance] always manage to allow us to safely disclose and discuss the key issues impeding the operation of the executive team.” M.D. Rail Business

Our customers tell us some of their problems:

- 1 Unclear direction and leadership leads to an underperforming business
- 2 A leadership team that is competing internally and as a result is showing a contradictory face to its people and customers
- 3 A group of strong experienced people who are unwilling or unable to combine their strengths for the benefit of the organisation, leads to conflict and distraction from the main business purpose
- 4 A leadership team that is so busy, it has little time to think and develop strategy
- 5 How do we get a new team, put together for a challenging business opportunity, focussed quickly on growth?
- 6 Complacency in an established team that leads to missed opportunities and costly unsolved problems
- 7 A leadership team with little respect for, or appreciation of their customers
- 8 A new team comprising highly experienced and newly promoted directors but not yet performing.

> advance

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We work with shareholders, directors and operational leaders at an organisational, team and individual level to bring clarity, direction and focussed programmes to develop their strategy, direction and leadership.

We would welcome the opportunity of talking to you about your leadership team and strategy needs.

“Our team has moved a long way with key business and cultural issues in only 36 hours.”

Oil company Board