

BUSINESS IMPROVEMENT

Change Management & Consultancy

Priority-led Change Management
and Business Consultancy



enrich
you[®]

Enabling Sustainable Performance | One Person at a time | One Team at a time | One Business at a time

Over 15 years of transformational business outcomes

Welcome to Enrichyou. This brochure will provide you with a five-minute overview about how using our market-leading management consultancy service can help bring long-term focus and stability to your organisation. Since 2001, Enrichyou has worked with commercial and trust-owned businesses of all sizes, and has a 100% record of achievement on client requested outcomes. Our methods are transformational and bring lasting change. Whether your business trading future is at risk, or the business is just coasting along year after year and not achieving its full potential, Enrichyou can help at every level.

Our track record of client recorded value-add is over £350M. Through 'enabling' interventions that leave lasting development and change in the people and the business, this track record is second to none. We offer your management and leadership team the opportunity to become the very best of human resourcefulness, and to attain transformational results across the organisation. Whether your business is up a dead end in the market, needs to make a step change in performance, effectiveness and growth, or is needing to find a market leading position; this level of transformation is essential if your business is going to sustain into the long-term.



Transforming your business towards a new sense of future

Partnership-style Intervention

Our approach to consultancy isn't one of 'borrowing your watch to tell you the time', but to come alongside and enable the directors and business leadership to identify the issues stopping the business from making substantial progress. We then enable the vision and development needed to make new progress. The capacity and capability within the organisation is transformed in the process. We go at the pace you choose to make the transformation happen, and to sustain long after we've gone.

Business DNA & Raison d'etre

Directors and senior managers must learn that creating wealth and financial wellbeing has little to do with chasing profits and delivering corporate flat line targets. It has everything to do with being experts in your field who deliver value-add for your customers from the DNA of your business offer. With a sustainable business model and clear vision, founded in long-term intention and increased capability, the shoots of new growth and viable profitability will soon begin to appear.

Strategy & Transition

Scaling up the organisation's raison d'etre requires an assessment of your business in the current economic supply chain, tagged to the rewards for the role the business currently provides. It then requires modelling the role that your business will fulfil in the future. The transition plan is simply the map and path that falls out of this new level of vision. There are always risks, doubts and fears, which we will help you to navigate and alleviate along the way.

Transformation of the Business

The process of transformation starts to happen as soon as a commitment is made to make it happen. This may sound obvious, but change will not ensue until the leadership chooses it consciously. Once started, you will soon see results and change manifest. In the end the business is transformed because both managers and leaders have been transformed and are able to say 'we did it ourselves'. Our role is to unlock this capacity and capability, and our fees promise to be just a fraction of the future value that we help you to create and assure.



“Profits went up for the first time in three years... the business is now stable and growing”



Symptoms of unsustainability

Struggling Economically

The business is showing signs and symptoms of poor economic health. There is general constraint in day-to-day trading. Basic business health is missing.

- Trading losses
- Thin margin with little or no net profitability
- Poor cash-flow
- High overhead and structural costs

Low Value Offers

Too little relative income being achieved. There will be an absence of innate value in exchange, or a failure to structure fair value in exchange.

- Price taking
- Commodity pricing
- 'Me too' products and services
- Narrow range with little or no marketing success

Outdated Supply Chain

There will have been a 'lagging behind' in some dimension of the supply chain process. There could also be symptoms of chronic ineffectiveness showing.

- Low quality
- Ineffective people and/or processes
- Old technology and lack of investment
- Complexity of the business offer

Management Problems

Where simply following the annual budget process doesn't work anymore, or where the whole management population is stuck and ineffective or indecisive.

- Reactive management
- Divided leadership
- Demotivated employees
- Disengaged teams

Sustainable methodology

We will transform the ability of your management and leadership teams to engage with the reality at a level beyond that which got the business to where it is today. Our overall aim is to enable you to sort out your own situation, so that the business can find a new sustainable path into the future. This requires the deepest level of insight, assessment, new vision and a fundamental solution to unlock 'the difference that will make the difference' to your business. Like all methods that work, there is a measured dose of science and a degree of art. As we help your team to navigate its own obstacles, you build the internal capacity and capability that will sustain the business into the distant future. Where other consultants will simply fix the symptoms, Enrichyou will help you identify the underlying causes, so that you can nurture the business back to full health. When our intervention is over, it is because you are safely at the helm of a sustainable entity. As part of our methodology, we instil the following tenets as part of the required cultural change; Integrity, Sustainability, Leadership, Wholeness & Wellbeing.

Personal Integrity

Nothing lasts or sustains unless there is integrity to the highest level of intention. In all scenarios, we ask both management and leadership to accept integrity as the tuning fork to calibrate to. This fundamental platform opens the path to success by doing the right thing for the best outcome, relative to the overall situation. For the good of all and by the help of all.

Sustainable Trading

Sustainability is never a guarantee, but it is a worthwhile quest. A business which is operating to sustainable business principles and values is a force for good at every level. Business sustainability suggests that the organisation is doing something right - or at least being the best it can be. We help you to define the business in the context of long-term sustainability.

Transformational Leadership

There is no greater test of leadership than when a business is underperforming. Where the very essence of leadership is to know the way, show the way and then go the way – forging a path for others to follow. This level of challenge requires the personal demonstration of transformation at every stage. The journey itself leaves everybody changed for the better.

Wholeness & Wellbeing

Wholeness enables us to be fully resourced. Wellbeing should be a given in all of our working lives. Sustainable business potential is only unlocked when people aim to live and work from a position of wholeness and wellbeing. As part of the process of transformation, we engage your team in the principles of working smart and within sensible boundaries.

“We have created millions of pounds in shareholder value, along with improvements across other key performance indicator measures on management performance”

Who we work with

Corporate Entities

We work with all sizes of corporate, but generally with autonomous subsidiaries of public and private limited companies with up to £250M turnover and/or 1000 people. Typically, a CEO or MD will find themselves tasked to sort out a division as part of the wider business. The MD will often have found a burning platform and low levels of leadership capacity and/or capability relative to the task. There will be the symptoms of piecemeal solutions which are not up to the task or alignment to a sustainable outcome. There will usually be a need to work closely with the management team for the first part of the transition.

Small-Medium Enterprises

Typically, this size of business is up to £50M turnover and/or 500 people across the organisation. The business is often less than 25 years old and where a second or third generation management team has lost touch with its roots, or has found that the ways of the past are not suited to current trading conditions. More often than not, there are signs of over-promotion, narrow leadership or management experience, along with a lack of formal management training and development. The art of business creativity and the responsibilities of senior management or directors has been left to chance.

Smaller Businesses

This size of business is often sole owner-director run and/or a family business where the business gene pool is self-limiting. One person can't be expected to do everything and families often don't look outside of their own ways and modes of thinking or behaviours. Here we will often find businesses with small groups of owners and managers in conflicts which need to be resolved before anything can become sustainable. The principles remain the same; align the people with the right level of leadership, intention and skill to manage the business into the medium and long term.



The Enrichyou track record...

£350+ Million of client recorded value-add

100% of client requested outcomes achieved

Businesses of all sizes enabled onto sustainable growth paths, built on a systemic culture of integrity and sustainability

100s of directors enabled to maximise sustainable economic value

1000s of managers transformed into leaders through work and life watersheds

Here are a few of the organisations that we have worked with past and present



AGA RANGEMaster



“We had tried everything else and then Enrichyou came along”



Transformational methodology

Quality of unity & engagement

Transformational solutions only come about when the quality of team unity and engagement is high. Often there is a piece of work to do in getting the team to the levels of transparency and unity necessary to underpin the process. This element of the journey must be continually fine-tuned throughout the business transformation.

Highest intention and vision

Vision flows from the level of intention. Until the sustainable mission is assessed and defined, there is no solution or traction at a level that can create a sustainable growth path. This part of the process is an early phase stage-gate to work towards. In this method, the solutions fall out of the process and not by striving for potentially hollow objectives.

The journey of transition

'The journey' is the generic phrase we use to describe the process of manifesting intention, vision and outcomes. It can be called 'change management' or a 'transition plan'. The nature of this phase is utterly bespoke to each client situation and the people in the business. No two journeys are the same, even if the principles behind them are universal.

Value-adding outcomes

To navigate a transformational change programme in any sized business, the process needs to be self-funding with a return on investment many times the cost of transition. The long-term pathway must identify sustainable economic margin and a business model that is future-proofed for years to come. We will help you facilitate this part of the process.

The right blend of intervention

We will work with you to co-create the right type of intervention necessary for the specific change that your organisation needs to make. We then blend the right elements of business governance, coaching, training, consulting, teaching, instructing, advising, informing, enabling and hands-on interim roles (if needed), in just the right amounts for the business. The most used elements of the process designed to suit the issues and needs are:

Visioning and Decision Making Forums

Facilitating sessions to...

- ✓ Unlock clarity of vision and direction
- ✓ Manage priorities and business plans
- ✓ Make decisions during key projects
- ✓ Review learning and progress

I-To-I Personal and Performance Coaching

Coaching individuals to...

- ✓ Find and assure vocation through transitions
- ✓ Unlock leadership performance from top of role
- ✓ Assure well-being and work-life balance
- ✓ Align person, role and business intention

Training, Development and Role-formation

Developing teams with...

- ✓ Skill building programmes
- ✓ Knowledge building programmes
- ✓ Attitude and motivation development
- ✓ Culture development programmes

Sustainable Business Management

Helping the business to...

- ✓ Lay down new and good management practices
- ✓ Deliver the priority business projects
- ✓ Create new policies and methods of working
- ✓ Create the required implementation tools

“When the job of leadership is done, the people say ‘we did it ourselves’”

Three steps to opening the door to long-term business sustainability

Step One

Confidential phone call or face-to-face meeting

The first step is to talk, engage, and establish mutual alignment of intention, needs and capabilities. The most effective way to do this is with a phone call or initial face-to-face meeting. Give us a call today, or drop us an email to suggest the best date/time for us to get in contact with you.

Step Two

FREE Half-day Transformational Business Consultancy

A meeting with the Chairman or CEO/MD and up to two other senior decision makers is the best way to start the process of assessing and aligning specific needs. In this session, we will elicit the general capacity and capability of your senior team and also the business situation that requires transformation. It also gives you a chance to experience our style and competencies relative to your needs.

Step Three

Proposal leading to a Gateway Day

We will set-out a proposal with an assessment of your situation and give an overall indication of the size and shape of intervention that will be needed to transform the business onto a sustainable path. The proposal will normally suggest a 'Gateway Day' for the senior team in order to set collective intention, achieve the highest levels of engagement and establish the unity of team. It is only after the gateway day that we will ask you to commit to a longer-term intervention.

“It’s about making decisions today that will add value to the business tomorrow”



Summary

Enrichyou offer a programme of change for boards and senior managers embark on when the business is underperforming, at risk or in jeopardy. It is used to find the sustainable growth path upon which the future success of the business can be assured once more.

Our solutions do not usually require a change of management. With this level of intervention, it is generally about the existing management team having to decide if they want to make the transition into a new era for the business or not; and then to make the necessary personal and professional change and development 'along the way'. The objective is to end up with a sustainable business that is set up for the next 10–25 years or more.

We understand that, unless they have been helicoptered in to sort the business out, a CEO or MD can be stuck in a place of pride and embarrassment when their business is underperforming. Talking with Enrichyou means that you recognise that change-management needs the highest level of experience, time, skill and focus. It can be lonely as a leader, so whether the organisation is lacking in capacity, capability or both, an investment in change will ultimately be necessary to make the transformation towards business sustainability.

What to do next

Contact us today to arrange an initial, confidential telephone conversation, or face to face meeting.

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