



DISCOVER YOUR PATH TO SUSTAINED GROWTH

The Diagnostic Business Review

KERSHAW
PARTNERS

THE KERSHAW PARTNERS



RICHARD DEAN

Richard, was International VP Marketing for global sports marketing business IMG, before spending 20yrs building & managing strategic consultancy & ROI specialist Sponsorship Science.

During his marketing career, Richard has managed, bought & sold businesses in the entertainment, travel, research, property & estate agency industries.

Richard's expertise is in business growth planning, marketing & exit strategy.



MIKE KERSHAW

Mike is former Chairman of leading integrated events company The Concerto Group & former President of the UK Chapter of ILEA.

A very experienced event professional & venue marketer, he led Concerto through several acquisitions & the development of numerous venues across London.

Mike has expert knowledge of the leisure and events world & a superb network. He is a skilled negotiator, collaborator, innovator, leader, communicator, sales driver & motivator.

THE KERSHAW PARTNERS



RICHARD GROVES

Richard launched his first catering company, (Richard Groves Catering & Events), working in prestigious Central London venues, before merging with two of his clients to form The Concerto Group in 2000. Rebranded as create food & party design, the catering division grew exponentially by an average of £1 million pounds per annum. Concerto was sold in 2015 when it was turning over £40 million. He is a former President of the UK Chapter of ILEA.

Richard repeated this growth plan at Smart Group from 2014 introducing a special event caterer and several new sole catering venues into the Group.

Richard is an expert in venue and catering sales and operations, event management, strategy & business development.



DAVID WATT

Prior to Kershaw Partners, David worked in the Leisure, Sport & Entertainment Industry for 20yrs - principally as a business developer & marketer. He has extensive knowledge of the hospitality sector.

Having helped the development of Quintus Events, he ran the hospitality & events programme for the Ryder Cup between 2004 & 2010 before becoming Marketing & Communications Director at Spotless International Services. In 2014 he set up the award winning Pubs on Wheels which he ran until its sale in 2018.

David is an expert on Business Development and Lead Generation through Social Media, specialising in LinkedIn.

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PETER JACKSON

Peter is the original founder of leading creative live events agency Clive (formerly Concerto Live).

Throughout his 20+ years leading the agency Peter set the agenda in the business to deliver impressive year-on-year growth, not only in financial terms but also reputationally, creatively and culturally.

With client acquisitions such as Facebook, LinkedIn, BP, BT, Spotify, Indeed, Honda Finance, VWFS, Virgin Media, Pinterest, Slack, Shopify and Irish Life secured during his tenure he is expert in aligning the agency environment with the needs of client brands.

Peter is passionate about the importance of a dynamic and supportive culture in the agency environment, combined with the need to 'always put the client first'.

WHY A DIAGNOSTIC REVIEW?

ALL BUSINESS OWNERS WANT GROWTH - Some need security, some want more money, some to scale their business and some to sell.

Whatever the objectives & life-stage of your business – we've discovered that the **same Key Factors in these 5 Core Pillars** are what **will determine your business' ability and readiness to grow:**

01. MANAGEMENT DISCIPLINE

Strategic, Financial, Governance & Compliance

02. BUSINESS STRATEGY

Products/Services, Differentiation, Market Awareness

03. PEOPLE & OPERATIONS

Structure, Talent, Product/Service delivery, Customer service

04. MARKETING COMMS & SALES

Messaging, Lead Generation & Conversion, Upselling

05. SYSTEMISATION

Cross business process systems & Automation

WHAT YOU GET

A Comprehensive analysis of the business' strengths and weaknesses rated against the Key Growth Factors PLUS a Clear Route Map of the actions needed to enable growth.



HOW IT WORKS

Kershaw Partners provides 2 consultants to work with you at your offices for the full 2 day review period – looking at all key aspects affecting the growth of your business – There are over for you to answer!

Day 1 begins with an overview of your business - how it is structured & managed plus a look at operational aspects, systems and personnel. We then produce an indicative valuation of the current business

In the afternoon we analyse your Target Market, your awareness of it and your business strategy in a competitive context before taking you through a complete review of all your marketing collateral including website and social media channels

Day 2 sees us working in your offices during the morning to analyse all the data gleaned, further interviews with staff if necessary in order to produce your bespoke set of results

In the afternoon we present your detailed results to you and discuss the steps you need to take to achieve your growth objectives

THE REVIEW AGENDA.

Clients will receive a Post Review Report of all conclusions & recommendations.

Day 1 – Morning

- Review of pre-meeting materials supplied
- Business management & Operations
- Indicative Business Valuation

Day 1 - Afternoon

- Business strategy
- Market awareness
- Marketing Collateral
- Systemisation

Day 2 – Morning

- KP analysis of all review data & information
- Benchmarking of performance
- Collation of results

Day 2 – Afternoon

- Presentation of results
- Detailed discussion on next steps

INFORMATION TO BE SUPPLIED – PRE-REVIEW MEETING

To expedite our learning of your business we ask you supply the company, management and financial information listed below, at least 1 week ahead of the review meeting days:

1. A brief description of the business
 - History / Ownership
 - Products/Services
 - No of staff / Organogram
2. Statement of principle growth objective(s)
3. Previous 3 years audited accounts
4. Current Year's Management accounts
5. Examples of any Marketing Collateral
6. Signed NDA (supplied by KP if req'd)



DAY 1 - MORNING

CONTENTS & DRAFT RUNNING ORDER

09.30 WELCOME & BUSINESS VISION

The opening session of the review looks at what the aspirations are for the business.

Business owners should aim to be completely candid about what their hopes for the future are and KP will look at any strategic plans setting out what the business owner wants to achieve.

10.30 BUSINESS PERFORMANCE & VALUE ASSESSMENT

Having assessed the numbers in advance of the review KP will go through all the figures with the client for a better understanding of the accounts, how jobs are priced, gross and net margin etc.

This session will also look at how the business compares against competitors in terms of the margins it makes along with market share.

Based on these numbers, KP will produce a current indicative valuation of the business to date.

11.15 MANAGEMENT, OPERATIONS & DELIVERY

Session 3 looks at the operational side of the business. First and foremost, KP will need to get a full understanding of the organisational structure and who has responsibility for which areas.

KP then looks at supply chain and associated cost management, to properly establish what it takes to complete each job or event, using both internal resource and outsourced expertise.

12.30 PRODUCT/SERVICE

This session will focus on the actual product or service that is being marketed and sold by the business to assess:

- Demand for the product
- How the business supplies it to customers
- What makes it different / better than that of the competition.

DAY 1 - AFTERNOON

CONTENTS & DRAFT RUNNING ORDER

13.15 LUNCH

Time out to eat, re-charge & catch up on emails / calls!

14.00 MARKET AWARENESS

Understanding your market is fundamental to any business.

This session looks at the size & structure of the designated market(s), the competition, trends / where the market is heading.

KP will work with you to complete an interactive SWOT analysis.

14.30 MARKETING AND LEAD GENERATION

During this session KP will review every aspect of the business' sales & marketing strategies including, target markets, offers, lead generation & conversion, & maximising customer value.

We will also look at all online & offline marketing, including your website, to see what the business understands about the core principles of marketing & communicating effectively.

15.30 SYSTEMISATION

The Roadmap questionnaire has 64 questions designed to score the business' Marketing, Communications & Sales strategies & executions, against 26,000 other SME businesses worldwide.

We will also review your systemisation in the business including automated marketing processes.

The results will be discussed the following day.

DAY 2

CONTENTS & DRAFT RUNNING ORDER

9.30 KP DATA ANALYSIS & PRODUCTION OF RESULTS

The Partners will spend 3-4 hours, in your offices, looking at all the findings from Day 1.

You will not need to attend this session but should be on hand for questions or any clarifications needed.

KP will collate the results to deliver their conclusions on the business now & produce recommendations for immediate & future actions.

13.00 LUNCH

Time out to eat, re-charge & catch up on emails / calls!

14.00 PRESENTATION OF RESULTS

KP consultants will take clients through a structured analysis of results, explaining why conclusions in each area have been reached & what effect they have on the business' ability to grow.

16.00 STATUS DISCUSSION & NEXT STEPS

The concluding session is an open discussion with the client, exploring review findings in detail and advising what execution of the associated recommendations means in practice.

Clients will be provided with a Post Review Report of all conclusions & recommendations.



STANDARD BUSINESS REVIEW COST

£5,000

Price is ex VAT & includes 2 KP Consultants for:

- Pre Review material analysis
- 2 days 'on-site' review
- Post Review reporting
- Travel & expenses

CLIENT REVIEWS

DEBBIE MARKS

FOUNDER, QUBELUXE

"I completed the 2-day review with Richard and Mike. It was great to have industry experts have an outside perspective on the business and great to get the acknowledgement that we were heading in the right direction and to see we had such huge potential.

They showed a complete understanding of all aspects of my business, looking at processes, sales procedures, collaboration opportunities, and drilling down into the finances to see where I could grow the business.

If you're looking to take your business to the next level, you need to speak to Kershaw Partners."

LAURIE WEITZKORN

DIRECTOR, JUSTSEVENTY

"Working with Mike and David over the two days was the best investment we could have made in our business this year.

They provided a different perspective on strategic thinking and also gave us insight into areas we had never considered.

We are going to be working with Kershaw partners on an ongoing basis to help grow our business even further."

ALIX CAIGER

FOUNDER, CAIGER & CO

"Having grown steadily for three years I needed to understand how I accelerated the growth in Caiger and Company for the next three years.

The two day workshop with Richard and David was the most useful and eye opening thing I had done since starting the business. The way they explained what I needed to do and the steps that I have to take was just brilliant.

I would advise any small business who wants to seriously get ahead to spend the money of this, it is the best money you will ever spend."



Think Franchise – Act Niche