

# ERISKAY ASSOCIATES

Creating Winning Strategies



## A new approach for growing organisations

At Eriskay Associates we help organisations improve performance by creating and implementing winning strategies. We use world-class consulting methods from top companies and business schools and work closely with our clients to help them achieve a sustainable competitive advantage.

Why not take a fresh look at your organisation with a Strategic Audit? For more information visit [www.eriskay-associates.co.uk](http://www.eriskay-associates.co.uk)

Our commitment is to help each of our clients achieve success by becoming a focused, competitive organisation. This requires the creation of a shared strategic vision, supported by operational excellence and the development of people and culture:



*"Strategy is what makes you unique, gives you a distinct competitive advantage, provides direction, builds brand reputation, sets the goals, adds superior performance, defines market position, and creates a unique value proposition."*

(Michael Porter, 2005)

*"So far, a few months in, we have seen improvements in sales, improvements in marketing, improvements in processes and improvements in people. One of the best investments we have made in years!"*

Allan Ross, MD, First Independent Finance  
[www.f-i-f.co.uk](http://www.f-i-f.co.uk)

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# Products and Services

The Eriskay approach achieves enhanced organisational performance for our clients by delivering high value outcomes that include:

- Identifying new strategic directions and devising supporting plans for implementation;
- Creating new and revised business models to generate additional revenues;
- Identifying the appropriate configuration of people and resources to deliver the business model;
- Developing a renewed focus and joined up approach from the management team and key people;
- Getting the best value from sales and marketing activity;
- Achieving operational excellence through the right technology, systems and procedures.

Some of our key business tools are listed below:

## Strategic Audit

A Strategic Audit takes a detailed look at performance in key areas of the organisation. Asking the right questions and implementing appropriate actions enable you to get on course and stay on course.

## Making Strategy

Ultimately, business is about people, and the Making Strategy process takes the key people in your organisation through a structured and interactive strategic programme. Using unique software and a world renowned consulting process you'll explore and develop your organisational goals, assets and competencies leading to the formation of a robust business model; the basis of a real and sustainable competitive advantage.

## Strategic Implementation

Effective strategic implementation requires an accurate translation of the business model and key strategies into an effective and manageable plan. Eriskay Associates work with your management team on the development of a balanced scorecard, business or operating plan or one-page action plan to facilitate effective delivery of the business model.

## Business and Executive Coaching

Eriskay Associates believes firmly in the value of what people can do for organisations and what organisations can do for people – a synergy that is essential for effective business. That is why we provide qualified and experienced coaches to help your key people through organisational change and growth.

For more information on how we can help your organisation contact us on 0845 838 9940 or by e-mail on [info@eriskay-associates.co.uk](mailto:info@eriskay-associates.co.uk)

Alternatively visit:

[www.eriskay-associates.co.uk/services](http://www.eriskay-associates.co.uk/services)

### Our clients include:

- Innovators and Entrepreneurs
- SMEs
- Large Companies
- Public Sector Organisations
- Third Sector Organisations
- Educationalists





Mark Taylor

## Meet the Associates

Eriskay Associates are from diverse backgrounds, combining commercial and technical expertise with the ability to facilitate growth in your organisation.

**Mark Taylor** has significant analytic experience with blue chip companies (Guinness and Hanson), combined with expertise in business start up and SME development. This is underpinned by an award winning MBA from the world-ranked University of Strathclyde programme.

**Charles Vincent** is also a Strathclyde MBA and has been a Senior Manager and consultant to Blue Chip clients in the UK, Europe, Australia and the USA including CapitalOne, Vodafone and Graham Technology. His technical skills are augmented by those of **Phillip Wong**, a former Technical Director of GSK and an experienced executive and business coach.



Charles Vincent and Phillip Wong

# Testimonials

*"Combining the simplicity and clarity of vision with the rigour of detailed analysis is the test of mastery. In their consultancy approach Eriskay Associates have combined both, the insights from the leaders in strategic thinking and the rigour of a single practical integrated model."*

Lesley Hetherington

[Hunter Centre For Entrepreneurship](#)

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*"Going through the Making Strategy programme has allowed Contact Multimedia to achieve the focus and direction it needs to maintain its growth aspirations"*

Alan Fair, MD, Contact Multimedia

[www.cmmc.co.uk](http://www.cmmc.co.uk)

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*"Our sales have risen in line with our confidence"*

Pauline Gilmour, Galatea Clinics

[www.galateaclinic.co.uk](http://www.galateaclinic.co.uk)

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*"We are more confident approaching investors based on the outputs from Making Strategy."*

Martin Izod, Safehinge, Hillington Innovation Centre

[www.safehinge.com](http://www.safehinge.com)

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*"This process confirmed many of the things we thought might be true about our business. This meant that instead of thinking about what we should do we could spend our time on making things happen. This has allowed us to increase our rate of growth and win more business."*

Ross Duke, MD, Consensus Systems

[www.consensussystems.co.uk](http://www.consensussystems.co.uk)

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*"Making Strategy has given us an improved understanding of our business and allowed us to make better, more strategic, decisions."*

Mary Graham, CEO, Stellar UK

[www.stellarbpo.co.uk](http://www.stellarbpo.co.uk)

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*"Eriskay Associates have worked with a number of our portfolio firms. I believe that their Strategic Framework is unique and was very beneficial to the firms involved such that it significantly improved their performance. I would strongly recommend Eriskay to other firms in need of a strategic review or improved profitability."*

Frank F Craig PhD MBA, Scottish Institute for Enterprise

[www.sie.ac.uk](http://www.sie.ac.uk)

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*"Definitely the best workshop of its kind we have attended – academically rigorous but rooted firmly in the real world...changes we made as a result of the Making Strategy workshop have already brought results and in business it is hard to think of a stronger endorsement than that."*

Fraser Newham, Director, INBOX education

[www.inboxeducation.com](http://www.inboxeducation.com)

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