

## Serious About Growth

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*The support you need to transform your business into a focused, competitive organisation.*

### What is it?

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At Eriskay Associates we understand business growth as both a personal and technical process, and that the needs of managers in growing businesses are different from those of others. Therefore our associates provide the best support possible for you and your business. This includes undertaking a Strategic Audit or business MOT, creating a real, sustainable business model and going through the key stages of planning and implementing the right management systems to achieve your goals.

Basically, it is about getting you and your business on track for growth.

### Who should use it?

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It is our belief that all ambitious businesses and business people need the right support to help them get the most out of their business and achieve long-term, sustainable success. Serious About Growth is for people who are exactly that. The programme is suitable for any ambitious business looking to achieve substantial growth in a manageable way.

### What does it involve?

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The Serious About Growth programme involves a number of key stages that will help you get your business model right for your market and your personal and business goals. You will be provided with a dedicated business advisor who will work with you through all the key stages of the programme:

- **Strategic Audit (Business MOT)**

A Strategic Audit takes a detailed look at the prevailing strategies and performance in key areas of the business. Asking the right questions and identifying and implementing appropriate actions enables the organisation to get on course and stay on course. Whilst each business is likely to have unique strategic issues to explore, most audits are closely related to the following key questions:

  - What business are we in?
  - Do we have the team to deliver a winning strategy?
  - What are the key external factors affecting the organisation?
  - Are we doing the right things?
  - Are we doing things right?
  - Is our intended strategy sustainable, feasible and achievable (SFA)?
  - How do we translate strategy into action?
  - How will we know when we've been successful?

- **Making Strategy (Express)**  
A detailed intervention to create a robust business model that will help you achieve a real and sustainable competitive advantage.
- **Business Planning and Implementation**  
We will work with you to prepare a detailed business plan and balanced scorecard to:
  - Identify the key drivers of growth for your business and provide a method of delivering your goals and desired outcomes;
  - Implement the right business format to deliver your business model;
  - Help you raise the funding and other resources you require for your business;
  - Identify the key training and development needs of the owner-manager and key staff.
- **Access to Key Resources**  
The Serious About Growth programme also helps you access the key people and resources you need to ensure your business is compliant, competitive and up-to-date with the right information, systems and procedures.
- **Ongoing Support - when you need it**  
In addition to providing regular 1-2-1 review meetings, your advisor will be available to provide on call support during normal business hours. And we undertake to have a helpline available between 8.00am and 10.00pm for any urgent questions or general enquiries you may have. Equally, you can e-mail [sag@eriskay-associates.co.uk](mailto:sag@eriskay-associates.co.uk) for non-urgent enquiries.

## What are the outcomes?

Our experience of delivering these services to growing business is that they are significantly more confident and better prepared to achieve business growth in a sustainable and manageable way. And whilst, ultimately, no one can guarantee business success, we aim to create maximum value for our clients businesses and help them achieve the satisfaction and reward that comes with running a successful business:

*"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

## About Our Business Advisors

Our Business Advisors are all trained to the highest technical standards and are usually MBA qualified with significant experience in business start up and growth. They are equally qualified in either business advising or coaching (or both!) and are committed to meeting the needs of you and your business.

## Costs

Packages are available from £399 per month (excl VAT).  
Minimum programme duration is six months.