

ADDRESSING THE GROWTH CHALLENGE

excell growth partners provides pragmatic growth support to medium sized firms and entrepreneurial larger companies



the need for pragmatic growth support

By David Excell, **excell** growth partners

You run a mature start-up, spinout or entrepreneurial business unit in a large firm - or you are an investor in such a business with a keen interest in optimising its value.

For some, future mid-term growth opportunities are difficult to find, for others the challenge is to make best use of limited resources as they maintain operational focus on their core business.

As your company has grown, you need more and more profitable revenue to sustain your growth rate. The likelihood of this coming from your core business reduces. You face a challenge - you need to maintain operational focus on on your core right now, but you can't neglect the need to put in place the platforms for future growth that will assure your business success in the mid-term.

You see the need to explore additional routes to growth, and you may already have ideas on what these look like but you lack the time, resources & expertise to develop and execute the action plans that will deliver the platforms for growth over the next 2-5 years.

And, of course, you need to manage risk - before you undertake new growth projects you need to understand what they will commit you to, and if this is acceptable.

You need more than advice or consulting, you need someone who can roll up their sleeves and get their hands dirty working with you on the specific challenges you face.

But you can't justify recruiting additional full-time staff yet and / or the resources you do have are overloaded. What you need is a "virtual strategic business development director" that you can draw on as required. That's what excell growth partners gives you.

We work with senior leaders and investors in growth-oriented firms who are smart in their choice of advisers and partners. We have significant experience in delivering profitable growth for clients, providing access to essential skills, knowledge, experience and relationships in a flexible and cost effective way.

We provide, pragmatic growth support, as and when you need it, in a form that will really work for you.



“David did a wonderful job with his team in assessing the marketability of several new high-tech niche products for manufacturing industries.”

Teemu Tunkelo, Group Senior Vice President, ABB

“David & his team helped me to develop a compelling growth strategy for Orange Business Solutions in the UK. David worked closely with me and my team throughout the assignment and into implementation to ensure our input was fully represented and that there was wide buy-in through the organisation. This subsequently helped me to achieve successful growth and increased market share.”

Richard Hanscott, formerly VP Orange Business Solutions - Orange UK (now VP Business Solutions NEC Europe)

“David and his colleagues helped us by providing an objective opinion on the market opportunities for a new multi \$billion broadband satellite communications system. We have subsequently launched it successfully and actual revenues to date have been close to the projections.”

Mark Ashley-Hacker, Head of Programme Management, Inmarsat Global

what we do, and how we do it

We work directly with the leadership team in our clients to address specific revenue and profit growth issues as they occur.

While we have an extensive toolkit of techniques and approaches to draw on (from over 20 years of experience in strategy, growth and innovation) we don't force-fit a process or methodology.

We prefer to work side-by-side with our clients to pragmatically address the key issues they face in the most direct and effective way.

Such issues have included, but are not limited to, the following:

- **Articulating a clear strategy & value proposition for the overall business to frame growth initiatives.**
- **Finding new revenue & profit growth opportunities that fit with strategy & core capabilities.**
- **Preliminary selection of opportunities, and deeper evaluation of the most attractive ones.**
- **Getting strategic alignment at board and senior management level on which routes to take.**

- **Locating critical expertise, capabilities & relationships outside the business (developing an “open innovation” model).**
- **Developing detailed business cases and plans for growth initiatives.**
- **Researching and carrying out due diligence on prospective external partners or M&A targets.**
- **Leading growth projects while coaching and developing client teams to implement them successfully on an ongoing basis.**
- **Diagnosing barriers to growth & innovation, and putting in place workable and practical solutions.**

Our involvement can range from brief engagements of a few days (e.g. facilitating a workshop for your team or conducting a small diagnostic review) to working with you over an extended period on an interim management basis or as a board director where appropriate.

To find out how we can help your business, please phone David Excell on +44 7768 171 334 or email explore@excellgrowth.com to arrange an exploratory discussion. Also visit www.excellgrowth.com for further information.