

Independent Services for Directors of SME's

Personalised Support for MD and CEO



Mission Statement:

To deliver personalised value-added support, tailored to the individual's specific needs, in achieving sustainable breakthrough performance, whilst at the same time, increasing their job satisfaction and corporate longevity and maximising their potential for realising personal value within their own timescales.

What ISDS is.....

- ❑ Led by an experienced former S&M Director and CEO, fully conversant with modern Corporate Governance principles and best practice strategic development and performance management tools
- ❑ An independent and confidential resource working with you and to your own agenda and timescales
- ❑ An experienced coach and mentor tailored for your own professional development and/or exit plan
- ❑ An 'on-demand' outsourced resource which adds value for specialist business improvement tasks
- ❑ A personal innovative agent for strategic and transformational change and risk management

Why ISDS is important to You:

You are the leader and final decision-maker for your organisation and therefore ultimately accountable for balancing performance, budget and risk as well as providing the vision and driving change. You are the business, the business is you; the synergy is unique and as such, you are the most vital individual in your organisation. Your shareholders and staff therefore look to you to deliver value and secure their future. You are always there for them; ...who is there for **you**?

It is very often difficult to take a step away, reflect and be objective about people, change and strategic development. You are self-confident and independent but with these challenges and pressures, do you spend enough time on ensuring that your vision will be delivered? Do you have the right skills and resources available to you to support you in its delivery?

No matter the size or nature of your business, **ISAS** facilitates and enables this strategic programming, **as well as** your own professional development, in a positive and stimulating manner. Naturally, the service is completely confidential.

Today, when innovative evolution is paramount to business success and retaining your best staff, can you afford to ignore these issues? Do you have the balance of short and long term strategy right? Are your existing & future competitors already addressing these issues? Are you planning for change before it becomes an enforced business imperative with little time to react? Are you planning for your own 'exit' to provide maximum personal value; within your own timescales?



Executive Profile:

A company director for more than 10 years, with over 5 years as CEO of a global SME, I know how stressful, lonely and sometimes hostile it can be at the top; and how much call on your time there is from others. I also appreciate how important an experienced and confidential 'sounding board' is; which will not tell you what it thinks you want to hear, is completely trustworthy and can be relied upon to inspire, add value and challenge, but never to second-guess you.

With an in-depth knowledge of the business tools and processes necessary to drive organisational and strategic change, I have a wide range of skills, knowledge, contacts & experience in my portfolio. I have led and steered that change and restructuring through turnaround, down-sizing and times of rapid global growth, experiencing the real cost and tribulations of leading fund-raising programmes in many forms along the way and culminating in a plc listing. I therefore have the real world practical experience to add value to SME's of all stages of development.

How **ISDS** adds value:

Leading and managing your staff and business is extremely time-consuming. Being a visionary and the ultimate decision maker for your organisation is equally demanding. Your business is also operating in an unforgiving and dynamic global environment, whereby strategic development must be managed efficiently and effectively to survive. Therefore carving out the time to think and plan strategically and then successfully manage the implementation is vital, both for you and your organisation. There will be no sympathy from your competitors, market, or your shareholders should you fail in this.

As an independent and unbiased resource, **ISAS** adds value to your professional development by supporting you within the real-world context of your business. **ISAS** helps you keep pace with the changes required to grow your business in managing stakeholder demands; working with you in developing, integrating and successfully implementing vital change.

Where **ISDS** adds value:

Contemporary leaders must deliver stakeholder value today and tomorrow. Therefore the BENEFITS of using value added services, from a resource which has experience of your role and its challenges and relates to your pressures are clear:

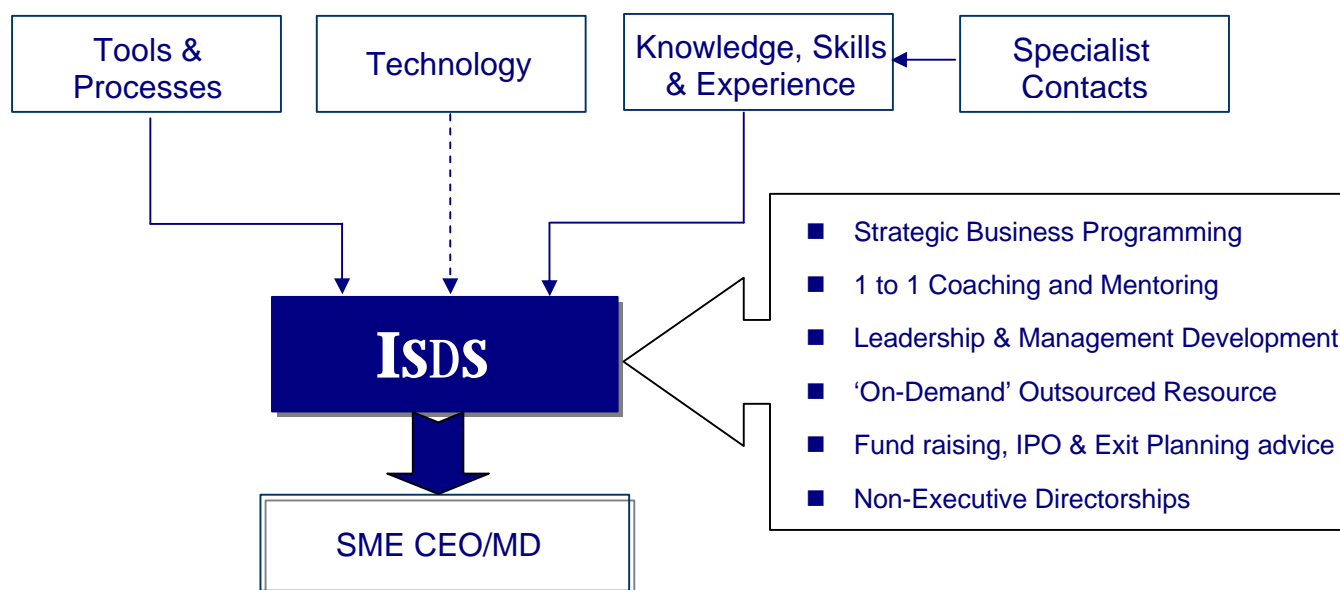
- ❑ It **is** lonely at the top! Remove the sense of isolation and increase the job satisfaction of your role as leader. Benefit from the peace of mind which comes from coaching and mentoring support experienced in best practice leadership and management and the challenges that goes with this. A service totally empathetic with your role, as only a former CEO can be, and delivered in close liaison with you for the benefits of you and your business.
- ❑ Remove the stress from difficult decisions, by using the services of an experienced and confidential 'sounding board', which remains objectively detached, in order to promote lateral thinking on challenging the status quo. These issues are often difficult to discuss with colleagues up-front and can therefore be considered properly prior to wider debate.
- ❑ Stretch your own 'comfort zones' to keep pace with change, by using **ISAS** skills, knowledge, experience and tools to assist you in staying ahead of the game. The agenda and associated timescales are yours, but they will be set objectively and to keep pace with business and market needs. **ISAS** will work with you to ensure that actions are closed down efficiently and effectively with the results monitored to secure the objective.
- ❑ Ensure that proper time and priority is allocated to delivering your future success by working with outsourced services which complement your own skills and that of your senior team; will maintain context with your business and its needs and which are fully integrated with your company vision and strategy. **ISAS** provides an on-demand service experienced in leading edge strategic development to ensure alignment of purpose throughout your organisation.
- ❑ Cash is King! Ensuring adequate funding for the business is often a continual challenge; especially in light of the business cycles experienced by most SME organisations. **ISAS** has a great deal of experience in fund raising, culminating in a plc listing. So whether it is increased debt, MBI/O, VC funding, trade partner investment or sale, or even an IPO, **ISAS** can provide real world advice on the process and issues in order to simplify your decision making on which options are right for you and how best to plan for and manage the process of appointing specialist advisors.

Be assured that these services are tailored to ensure total synergy between the personalised support provided to **you** as CEO/MD and the support provided to ensure full integration of your personal plans within your organisation. The benefits of **ISAS** services and its approach are therefore holistic for you and your business as they ensure that there will be no conflict between the agenda in support of your own needs and that of the business and its constituent stakeholders.

ISDS Key Business Objectives:

1. To establish a one to one partnership with you in order to establish mutual trust, confidence and understanding so as to improve your performance, make you more successful in your business, achieve your personal goals and ultimately realise your personal value within your own timescales.
2. To improve your corporate appetite and longevity by adding value to an informed decision making process which will make your job more enjoyable and thereby assist with removing the stress from your role
3. To establish strategic performance management as a core skill in order to implement a balanced plan, with identified risk assessment, fully aligned throughout your organisation, with consensus achieved amongst all staff and which will deliver breakthrough for sustainable success to you and all your stakeholders

ISDS Value-Chain:



Business Tools: Strategic Formulation & Implementation
 Business Performance Management
 Process, Systems & Business Modelling
 Customer Relationship Management (CRM)
 Sales, Marketing & Business Development

Technology: IT Management (ITM)
 Business Intelligence
 Extranet & Intranet

Knowledge, Skills & Experience (K, S & E):

Strategic Auditing, Planning & Business Modelling (inc. KPI metric management)
 MD/CEO role development and performance management
 Global (Asia Pacific & USA), Pan-EU & National Business Development, Sales & Marketing
 Motivating innovation for challenging the 'status quo'
 Organisational modelling and leading, planning and managing vital change and risk
 Fund raising via numerous channels (inc. MBI and plc listing)
 M&A (inc Reversals, Due Diligence)
 Business restructuring for both rapid growth and downsizing
 Best practice corporate governance and strategic oversight
 Planning and management of non-core and specialist outsourced services

ISDS Approach: Making a Difference

In order to establish mutual trust, confidence and understanding and as part of the relationship building process, **ISAS** will listen and understand you and your business before expressing any views, suggestions or opinions. In building a personal one to one relationship directly with **you**, **ISAS** will always appreciate that as CEO/MD you have earned your position and will respect your opinions, authority, responsibilities and accountabilities. The aim is to be available whenever you need advice or support and to work with you, on-demand, as your needs require, in ensuring a successful outcome of the programmes we have agreed to work on. Thereby establishing more of a bespoke partnership tailored to your changing requirements; as opposed to the more traditional 'advisor' or 'consultant' who leaves you to 'get on with it' and make it work.

ISAS is able to take on specific projects and will use its experience, knowledge and skills tailored to you as CEO/MD for you and your company's benefit. For more specialist tasks, **ISAS** has established a wide contact base should any requirement be identified for specialist support within your organisation as a result of any work undertaken, providing a virtual partnership of professional, high quality outsourced resource & services; saving you time, effort and money.

Be confident that **ISAS** is as passionate about its services as you are about your own and your company's success!!

The individuals listed below are able to provide you with verbal references on the character, integrity, capabilities and experiences demonstrated in a range of activities during the last 10 years.

Executive Referees: (those in **bold** are prime contacts)

	Name	Status	Company
Board:	Dick Eykel	PLC Chairman & NXD	Various
Business:	Clynton Higgs	CEO	Advent Air Ltd; Singapore
	Penny Hemming	Y&H Regional Director	CBI
	Peter Lewis	VP Transportation	Siemens (HK)
Legal:	Kevin Cunningham	Partner	Irwin Mitchell
	Mark Vipian	Partner	DLA
	Sally Mewies	Partner	Eversheds
Financial:	Rob Mackenzie	Director	Bank of Scotland

Note:

A wide range of white papers, opinion papers and short presentations are available from **ISAS** which provides more detail on the tools, processes and approaches used for the specialist topics discussed in this prospectus.

For a without prejudice discussion, where confidentiality and total discretion is guaranteed, on how **ISAS** services would benefit you, **today**, please use the contact details below:

Brian Wadsworth on

- Telephone: 0113 286 3753
- Mobile: 0773 0979 214
- e-mail address: Brian@ids2.fsnet.co.uk