



## **Introduction**

The *Matrix* Consultancy is a business consultancy dedicated to assisting you and your business to reach your full potential and achieve the success you want. We work with companies of all sizes and across a spectrum of assignments to assist in:

- Action and budgeting for the recession
- Determining your strategic direction
- Actioning your strategic plan
- Effective action using KPI's
- Building high performing teams
- Focus on the bottom line
- Managing business risks
- Highly effective leadership
- Executive coaching & mentoring

## **Action and Budgeting for the Recession**

For most of 2008 focus has been on the banks credit crunch. Businesses focussed on cash collections, credit checks and the availability of their banking facilities. Whilst diligence in these areas is still needed, attention now needs to turn to the recession that will dominate the economy in 2009.

It's important that businesses reconsider their budgets for 2009 on best and worst scenarios. What is realistic? Some businesses are anticipating, at worst, a 40% fall in sales, a 30% drop in margins and a 50% decline in profits.

Having reviewed the budget, action plans need to be considered for different scenarios. How can fixed costs be pruned? How can staff perform better? When did you last undertake a comprehensive review of your client base, your product range and your cost base?

*Matrix* can work with you to fully and realistically review your budget, assess your cost structure, your current business model and your competitive position. We

can then work with you to determine what actions should be taken and we can help to implement those difficult but necessary actions.

There is no time for complacency. Attitude of "we're all right" is foolhardy.

If you really are in strong position, you need to take steps to gain greater market share by picking up business from competitors – or even acquiring them.

**Benefits:** a renewed assessment of your costs, business model and competitive position is essential as we move into 2009. An action plan predicated on different possible scenarios will give you confidence for what will undoubtedly be tough trading over the coming couple of years.

## **Strategic & Operational Focus**

Despite the focus on surviving the coming two years, a clear and written view of the future direction of the business is essential for success. Distilling your plan on paper helps all staff to focus on the important business areas and move forward in the troubled times. It highlights opportunities and provides a guide for day-to-day operational management.

It's now more important than ever that you track your progress with key performance indicators (KPI's)? Are they the right ones for your business? Do they measure more than financial results? Are they properly defined and understandable? Do staff know how they can contribute to raising the standard each month? Does management take decisive action on the information?

*Matrix* works with senior management, teams and key members of staff either in groups or individually to determine their strategic plan and an effective action plan to implement it.

>>>

**Benefits:** whilst strategy is important, its implementation is vital. Decisive action and the tracking of results is essential if the business is to survive and benefit from the current economic downturn.

### **Personal Performance Improvement**

Many directors and senior managers are so intent on undertaking their job daily basis that they often neglect their own personal effectiveness. Effective leadership can make the difference between a good business and a great business.

*Matrix* can assist by providing bespoke and discrete one-to-one executive mentoring to enable directors and senior managers maximise their impact on the organisation.

**Benefits:** improving the effectiveness of senior managers will accelerate leadership, team and business development and lead to greater success for the business whilst enriching the quality of life for the individual and colleagues.

### **Team Building**

Staff are a key part of any company but are they working effectively together? A slight restructuring of the team, a couple of new people in the team in recent months or a new team leader can be very unsettling.

Team members need to know how the team contributes to the company's success. They need to be valued by management, they need to be motivated, they need to celebrate success and they need to support each other through busy times.

Through group facilitated sessions, short term consultancy assignments or one-to-one mentoring, *Matrix* can bring out the very best performance from individuals, and improve the effectiveness of the team.

**Benefits:** Teams that are closely involved in their future direction and understand their role and contribution to the organisation will exhibit an increased commitment, greater cohesion and a higher level of performance all of which will

create a better working environment and an improved bottom line.

### **Meeting Your Requirements**

*Matrix* can work with you in a number of ways in order to achieve maximum effect:

- **Mentoring** on a one-to-one basis to give discrete support for business leaders;
- **Facilitating** group sessions in order to align ideas, determine strategies and action plans or maximise team efficiencies;
- **Consultancy** services to examine a particular issue affecting your business;

### **How much will it cost?**

I will work with you to understand your requirements and propose the best solution to your needs. The fee can be based either on an hourly rate or on a fixed fee basis to best suit your requirements. Compared to the tangible benefits to you and your business it will be clear value for money.

### **About Matrix Consultancy**

*Matrix* is a consultancy that helps large businesses based in Milton Keynes to achieve their full potential. This is achieved by helping people – directors, managers and teams - to be fully effective and comfortable in their roles.

### **Jonathan Bailey ACIB MIOD FRSA.**

I am a business consultant. Most of my career was spent in the City of London in international commercial banking. I have worked for a number of major European banks and his client base included multinational companies and UK FTSE350 companies. I am now delighted to be living in MK and working with companies in the area. I am the Vice Chair of the MK Branch of the Institute of Directors and have extensive contacts throughout the business community.

I hold a number of senior positions in the local community, including Vice Chair of Governors at Leon School; Chair of the trading company at Cornerstone Church and Chair of Relate MK. I am privileged to be a Fellow of the Royal Society for the Arts (RSA).

**There's nothing to lose and no time to lose. Contact me now.**

Contact:  
Jonathan Bailey  
Business Consultant

Phone: 07739 140222  
Email: jonathan.bailey@matrixconsultancy.co.uk