



# Transforming Business Performance

## GROWTH: THE FINAL FRONTIER

The difference in value between a process driven company compared to one with hands on management from its principals is generally reckoned to be at least **double**.

The issue is that most leaders have no time to focus on how to run their companies more effectively as they are constantly drawn into the detail work of running the business.

CCG pragmatically and cost-effectively addresses these issues head on using a new and unique approach to achieve massive business improvements for its customers.

Consider for a moment some of these possibilities:

- WHAT IF YOUR PRODUCT BECAME UNCOMPETITIVE?

- WHAT IF YOUR MARKETING STOPPED GENERATING LEADS?
- WHAT IF THE SALES TEAM ARE OUT PERFORMED BY YOUR COMPETITION?
- WHAT IF CUSTOMERS ARE DISSATISFIED?

- WHAT IF YOUR STAFF ARE DEMOTIVATED?

All these things can and do happen...and sometimes all at once!

But what if there was a way to avoid all this and to grow your business at the same time?

CCG has a new process-driven approach that brings results faster and better so that you can achieve the kind of profits you rightly aspire to.

With CCG's new and innovative methods it is now possible to plan ahead and accelerate the growth of your company.



## EXPERIENCE THE CCG GROWTH EFFECT!

At CCG we are really passionate about Business Performance Improvement. We want to share this with you and show you just **how incredible your business can be!**

Everyone at CCG has personal experience of building businesses. To watch as people start achieving a positive impact and contributing to the company's sustained growth, is really amazing.

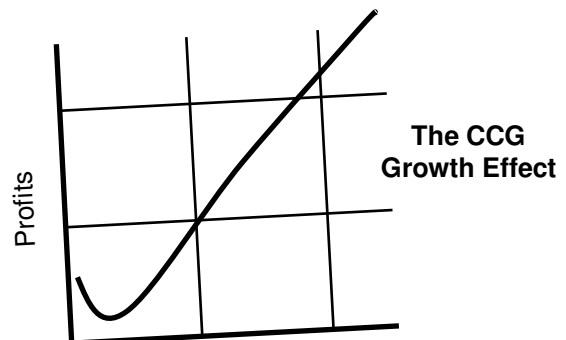
CCG will work as a partner to your business and help you to make the changes necessary to realise your business ambitions. **We will work with you to make your dream business a reality.**

Imagine an organisation where everyone is working together, where cashflow is not an issue, where customers are your allies and where profits are consistently increasing.

As a result of the initiatives we put in place, that is what we aim to help you achieve: a successful and

dynamic organisation that does exactly what it sets out to do.

Not only that. By helping you put robust processes in place your business will become less reliant on your efforts and this can significantly increase the value of your company.





...Driving Business Growth

## MIKE BERRY: DRIVING BUSINESS FORWARD

When Mike Berry set up CCG in 2002 his aim was simple: to use his proven management skills and methodology gained through both big company and start up experience, to help other businesses to prosper.

Mike's approach is summarised in the CCG purpose:

*To work with owners and directors to realise the full potential of their businesses.* This is supported by the principles of *Making it Happen; Telling it Like it is; and Adopting a Professional Approach.*

Mike's rich commercial background includes a highly successful career at IBM, starting in software development and then graduating through sales to general management.

From there he branched out into the small and medium enterprise sector where the blend of his



CCG Founder Mike Berry

international business skills and his instinctively entrepreneurial nature proved a winning formula, enabling him to grow and diversify the businesses he has worked with.

During that time, Mike successfully grew two UK limited companies plus the European division of a major US corporation.

Mike has nearly twenty years experience at board level in both executive and non-executive roles with companies of all sizes and across various sectors.

He looks for similar qualities when recruiting to his team, ensuring that clients always receive advice from people who have experienced at first hand the complexities of running a business.

Let CCG help you to get the most out of your business. Call us 01454 299 782 or visit [www.ccg-solutions.co.uk](http://www.ccg-solutions.co.uk).

## THE CCG EFFECT – WORKING FOR CLIENTS

**CCG works tirelessly to achieve dramatic results for its clients.** Just look at how these businesses have benefited from CCG's involvement. Here are some recent examples of the CCG effect in action.

- A £380k **consultancy firm** grew to over £1m in just 18 months, despite the effects of significant and potentially traumatic changes in their market.
- In the **automotive sector**, a £25m business has worked with CCG to review its position and set new goals. As a result, it is now targeting growth to £100m and has asked CCG to oversee the change management process.
- We can also help in **turnaround situations** and have recently helped one client to revive their company. Working together we have put in place a robust recovery plan.
- One **voluntary sector organisation** was finding it hard to progress its cause despite the incredibly hard

work of its members. With the help of a CCG associate, they identified their key objectives to focus on clearly defined targets. This brought everything into



focus enabling them to identify the initiatives which were making a positive contribution to their goals.

Their project co-ordinator attests: *"The possibilities for activity are so limitless that we really must focus on core objectives or risk low outcomes. It's great to have CCG on board to help us to do that!"*

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## BUSINESS PERFORMANCE IMPROVEMENT: *GEARING FOR SUCCESS*

At CCG we believe in *keeping things simple* and taking the guesswork out of business management.

To do this we have developed a methodology that provides a consistent *framework for success* and which is flexible enough to work effectively in companies of all sizes.

The programme is designed to help you identify exactly where you want to go with your business and to work with you to get there far quicker than if you were trying to do it all unsupported.

**Fact Finder** does exactly what it says – it defines the current position of your business so that plans can be developed to *build on your key strengths*. This will include a detailed examination of everything from your markets, through financial strength, distribution, to staffing and your existing business processes.

**Strategy Into Action** is the real heart of what we do. Working with your senior management team, we will dig deep into what makes the business tick and tease out a collective *vision* for the business. What do you want the company look and feel like in the future? And what are the *values* that will support it?

Then we work with you to agree your *mission*. This will describe how you want to achieve your ultimate vision. Do you want to be number one for innovative design in your sector, or provide the best customer service, the ultimate quality or cheapest prices?

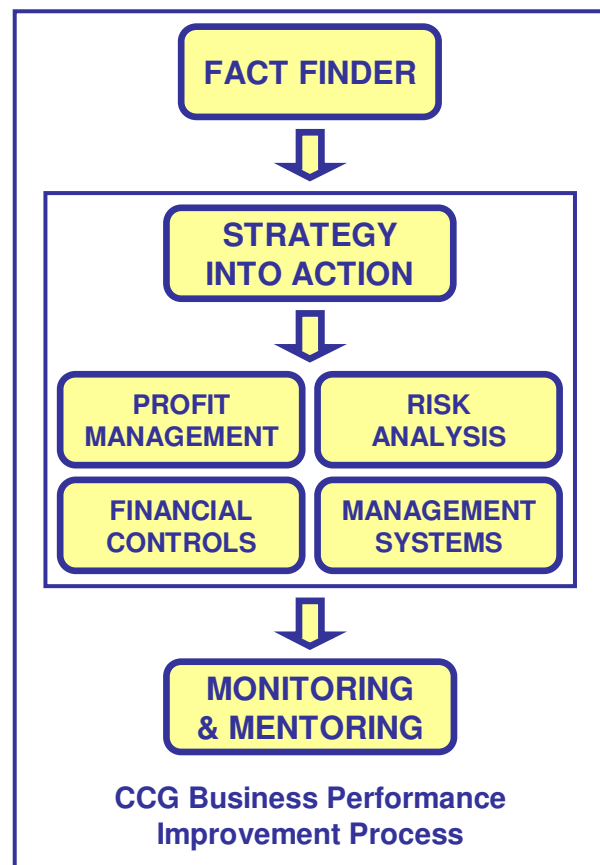
We can then build a *strategy* with you to grow the business you want, and this gives us the framework for setting specific *goals and targets*.

But all that is just the start!

What makes the CCG process so effective is that we make sure you have the right management information in place to measure progress towards your goals.

Our *risk analysis* system then checks the impact of your new plans on all areas of the business.

Finally, using our proven *profit management* tool we analyse which areas of the business will make you the most money and identify where future growth will come from.



And our involvement does not end there. We continue to work with our clients to make sure that the strategy works and delivers real business benefits.

We therefore carry out ongoing **Monitoring and Mentoring** as a focal point for achieving results. This could be attending regular board or management meetings plus a combination of coaching and mentoring. It may also need coaching programmes for individual team members to help them meet *tough objectives* that could well be outside their normal experience.

**This unique package of CCG tools means you can really make the most of what your business has to offer and finally get the rewards you deserve.**



## POWERFUL CHANGE COMES FROM POSITIVE THINKING

Managers with a positive outlook consistently outperform others due to their innate ability to focus on positive outcomes and avoid dwelling on negatives.

Similarly, businesses which have this kind of positive approach ingrained within their culture can achieve more and move faster towards their goals.

### Ambitious business goals

Too often businesses under-estimate their true potential as they are too focussed on problems rather than solutions. This results in goals that fail to stretch the business to achieve the incredible success that could be within its grasp.

They also confine their thinking to the way they operate currently, adopting an incremental approach to development that does not achieve the step changes that can lead to real growth and sustained profits.

CCG specialises in helping businesses to unlock this hidden potential by engaging the management to use all their skills to the maximum and adopt a positive focus to achieving the best possible results.

### Nothing's impossible

Being convinced that something is possible is the first step towards success. Consider this amazing true story:

A student who dozed off in a maths lesson was rudely awoken by the bell! In a hurry to get to his next class, he quickly wrote down the two problems on the blackboard to do for his homework. He knew that if he didn't complete his assignment he would fail the class.

When he got home that afternoon he started to work on the problems and continued to struggle with them into the evening. Still unable to find the solution he kept going back to them for the rest of the week. Finally he managed to get the answer to one, although the other still eluded him.

Sheepishly, he handed in his work and his tutor gasped. The problems he had put on the blackboard were supposedly unsolvable!

## TAKE POSITIVE ACTION – NOW!

If you are really serious about getting the most from your business, now is the time to take positive action by talking to CCG.

Do you want to:

- **Maximise** your company's value?
- Build a **profitable and enjoyable** business?
- Accelerate your **business growth**?
- Be free from detail and **develop your business** to its full potential?

Whatever your aspirations, we will work with you to help you realise them.

We are uniquely placed to do this as all our team have a **senior management pedigree** – they've been there and got the T-shirt! They can offer an objective

view of your business with sound and pragmatic advice, all backed up by CCG's **proven methodology** to ensure effective management control.

You can take the first positive step by visiting our website and completing the online **Business Performance Check**. You will then receive a **FREE** 17-page report on the current status of your business to highlight the areas where you can really give it a boost!

Or contact your area manager at the number below.

### Your local contact:

### CCG Solutions

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