



# REMOVING THE BARRIERS TO GROWTH

The difference in value between a company which is process driven and one which continues to be 'hands on' managed by the principals, is generally regarded as DOUBLE. The issue is that most company leaders have no time to focus on how to run their business better, because they are constantly operating in it.

CCG addresses these issues head on in a pragmatic and cost-effective way to achieve massive business improvements for its customers using a new and unique approach.

- We are not financial engineers
- We are not sales and marketing consultants
- We are not personal counsellors,
- (But we can facilitate involvement of these specialists if required).
- We don't replace management
- We are not interim managers
- We are not non-executive directors
- We are not consultants in the traditional sense

## **SO WHAT ARE WE?**

CCG helps companies to achieve their goals through a unique combination of coaching, mentoring and application of robust business practices.



Coaching is now really coming into its own. It is being recognised by the world's experts as a key method for improving performance in the workplace. As **Sir Steve Redgrave** (left), pointed out at the Institute of Directors Centenary Convention in 2003, coaching is taken for granted in the sporting world. Now it is beginning to achieve the same recognition in business circles.

Many teams and individuals have a coach to provide motivation, enhance technical skill and improve performance. The coach enables the team to perform better as a



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whole, and the same is true in business. Many business leaders and leading politicians employ coaches in order to maximise their performance.

But it's not just that! We can all achieve more with a coach because a coach will help us to **see the wood for the trees; focus on the priorities; and they tell it as it is.**

Coaching needs differ at various stages of an athlete's development, and it's just the same with a company's growth:

Stage	Business Coaching
<b>Starting out</b>	<p>Some people have never played their chosen sport before and need to learn the basics.</p> <p>It's the same in business: many people know about their industry but don't know how to run a company.</p>
<b>Experienced</b>	<p>Some people have been involved with their chosen sport for years and have become more proficient at it: gaining consistency and smoothing out the peaks and troughs.</p> <p>The most common questions we hear from business leaders are:</p> <ol style="list-style-type: none"><li>1. How do I grow my business more, and</li><li>2. How do I get a better lifestyle balance?</li></ol>
<b>Advanced</b>	<p>Senior athletes, politicians and company directors know how to: they don't need a coach so much to tell them 'how', but more to 'see the wood for the trees' and 'tell it as it is'.</p>

### SO WHAT CAN IT DO FOR YOU?

#### SUCCESS

Success is not the exclusive right of large organisations. After all - most successful large businesses started life as small ones. So what is the secret of their success and what separates successful companies from the many that fail achieve their goals?

#### YOU CAN'T DO IT ON YOUR OWN.

These days there is so much administration, so much new legislation, so much competition. You simply can't do everything, and it can be a lonely and soul-destroying life proving that over and over again.

#### HELPING BUSINESSES TO SUCCEED

CCG Group provides a service, which is geared to all sizes and shapes of companies. We employ our own unique methodology, delivered by local



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associates who have achieved their own business success and have the right aptitude for assisting others to achieve their goals. Our methodology has been developed from the experience of directors and managers of both large and small successful companies, in many different industries across the world, and proven to work over and over again.

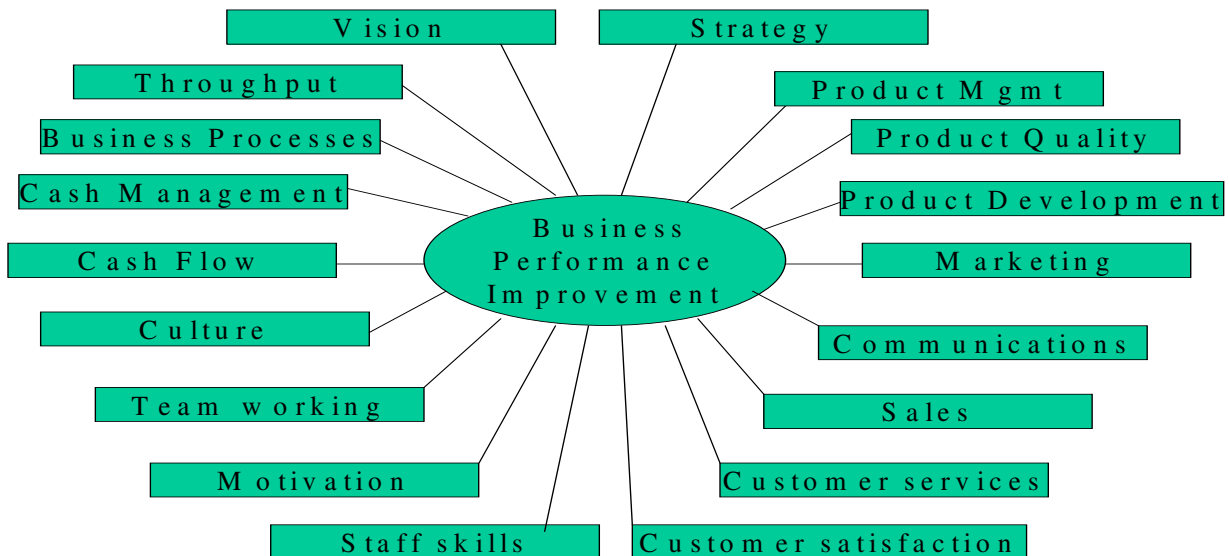
### COMPANIES NEED HELP NOW MORE THAN EVER

#### What issues do most companies face at some time?

- Cash flow
- Looking to improve profits
- Wanting to expand
- Failing to achieve targets
- Product not selling well
- Competition giving problems
- Everyone is working too many hours
- Too much dependency on you and the senior team.

These are the issues that are directly addressed by the CCG process. Our objective for you is business and profitability growth, and lifestyle balance.

### BUSINESS PERFORMANCE IMPROVEMENT IS ABOUT GETTING ALL THE COMPANY ACTIVITIES SYNCHRONISED:





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**“IF YOU HAVE CLEAR TARGETS THEN YOU HAVE A 100% BETTER CHANCE OF MEETING OR EXCEEDING THEM.”**

The CCG approach is geared to companies of all sizes, so that it is affordable by all. The approach involves working with the company on the specific issues which matter. So how does this work?

When you become a client of CCG the following diagram will give you an idea of how we approach the process of working with you.

### **BUSINESS PERFORMANCE IMPROVEMENT COACHING PROGRAMME**

<b>STAGE</b>	<b>Approach</b>
<b>Initial Discussions</b>	The purpose of these discussions are to get to understand each other's requirements and way of working. They are free of charge.
<b>Fact Finder</b>	There is a prescriptive agenda for us gathering the relevant information about your business.
<b>Strategy into Action</b>	This is the key starting point in establishing a new and integrated plan of action to achieve your goals. We work with you and your top team to ensure that everyone is in tune.
<b>Monthly Coaching and Mentoring</b>	The monthly process of working with you to make it happen' takes place. Your CCG coach will work with you to ensure that regular progress is made.
<b>Specific requirements</b>	Where there are specialist requirements which become evident, some of these can be fulfilled by your CCG coach from our library of 'self-help' programmes; others will need the involvement of a specialist. CCG has relationships with a wide range of specialist service companies that can address these specific needs.



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The CCG approach combines:

- Arms length objectivity, with
- A prescriptive methodology, and
- Associates with the experience of having 'done it' before.

Our associates have all performed successfully in business themselves. They include successful entrepreneurs, board directors of multi-nationals, senior management of national companies. They have all demonstrated an aptitude for coaching companies to business improvement.

Statistics show that one hundred per cent of company owners recognise that there are areas of their business, which can be improved. Some are looking for business growth, some are looking for reduced time on the job, while others have more specific issues.

Whatever your requirements, CCG can help you address them and remove the barriers to further growth.

**If you want to increase the valuation of your company, if you want to get some balance back into your life, if you simply want to run the company better for all the stakeholders, then don't hesitate. Get in touch with us right away.**

***RUN THE BUSINESS, DON'T LET IT RUN YOU!***

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