

# STRATEGIC GROWTH SERVICES

Unlocking your business's full potential

"We've worked with Moore Kingston Smith for a while and they've been vital to helping us grow our business. Although our management systems are already in good shape, the KS360 workshop really helped our management team to get a clearer picture of our strengths, key improvement opportunities and where we should focus our efforts in order to better achieve our objectives. Having an expert on our sector running the workshop meant that in just a few hours we were able to turn insight into action."

**Ian Henderson, CEO, AML Communications**

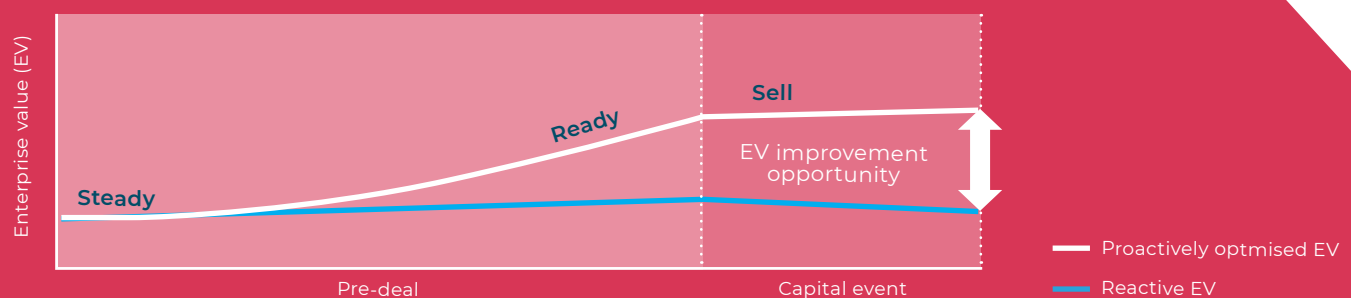
Most businesses are founded by people with a passion for their industry, seeing a way to deliver better products or services for their clients. That passion, coupled with the effort required to ensure that the business is successful, means **SME leaders spend most of their time working in the business rather than on it**, and have little time for proactive strategic planning.

As organisations grow, leaders often lose focus as they battle to manage the daily challenges and opportunities associated with growing a business: building sales, managing people, controlling operations and keeping on top of finances, amongst other things. Most SMEs also experience a gradual blurring of their original vision and objectives over time, as barriers to efficiency and profitability creep into working practices and company structure. More often than not, these dynamics can result in the business failing to realise its full profitability and enterprise value (EV) potential.

In addition to supporting SMEs with traditional accountancy, tax and corporate finance services, we also provide strategic support to owners and managers who are serious about growing their business, by helping them to take a step back and think strategically about how to dramatically improve business performance.

Through the provision of simple and highly focused interventions, we help leaders:

- Get a reality check on the true current state of their business (vis-à-vis critical success factors, key drivers of valuation growth and benchmarked performance against competitors);
- Assess the extent to which the organisation is 'set up for success' (i.e. set up to achieve its objectives and maximise EV);
- Identify and prioritise the key risks/challenges and opportunities for improvement that can in turn optimise business performance and EV;
- Ensure those prioritised improvements are realistically achievable and built into a clear, compelling strategy that is successfully implemented (complete, on time and in full);
- Bring clarity, purpose, focus and control back to the forefront of the leadership agenda.



Proactive management and improvement of the key drivers of EV can generate a substantial improvement in performance, profitability and EV.

This focused proactivity (and use of workshop-based tools designed to achieve all of this in a quick, efficient and cost-effective manner) can **help our clients achieve significantly enhanced growth in performance, profitability and EV.**

We have extensive experience of providing strategic growth support to drive the greatest potential uplifts in performance and EV. Our team helps organisations achieve step-changes in performance in key areas such as:

### BUSINESS DEVELOPMENT

- How to efficiently generate more (and better-quality) leads
- How to increase sales conversion rates
- How to increase profit-per-sale
- How to grow accounts

### TALENT MANAGEMENT

- How to improve recruitment and retention of key personnel
- How to better engage and incentivise key people
- How to optimise HR procedures and practices

### FINANCE & OPERATIONS

- How to use outsourcing to simultaneously improve operational performance and profitability
- How to proactively manage tax to maximise net income and shareholder wealth

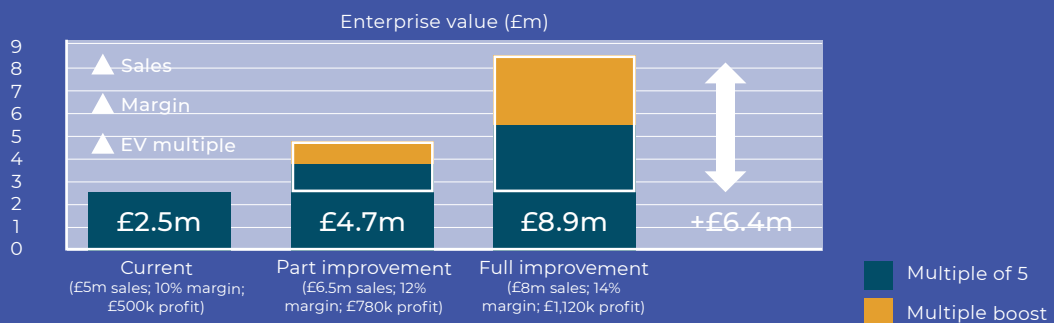
### STRATEGY & PLANNING

- How to produce useful management information that will drive smart decision-making
- How to create compelling and realistic strategies, business plans and metrics

This combination of experience and expertise means that we understand how to **help businesses maximise EV**. The incremental improvement in EV that is achieved can be used to fund further growth (e.g. through investment of retained profits or by raising additional finance) or enable shareholders to exit the business; indeed, where owners look to exit (e.g. through a full or partial sale), the payback achieved for having proactively driven business growth can be substantial, usually delivering increases in both profitability and the exit EBITDA multiple that is subsequently achieved at the time of sale.

“Not only did the KS360 process help to sense-check our current strategic plan, it also flagged up some useful and thought-provoking opportunities for improvement. This was a thoroughly useful exercise and we would certainly recommend the KS360 process to anyone with the ambition to improve performance and grow their business.”

**James Collis, Managing Director, Revere**



By teaching clients powerful improvement methods that are fast, easy and effective to deploy, we help them improve sales, margins, profitability and EBITDA multiples...thereby ensuring that EV is maximised.

We sometimes begin the EV optimisation journey by using our KS360 diagnostic process. This is a highly structured half-day workshop with senior management and stakeholders, facilitated by an experienced Moore Kingston Smith partner to assess the current state of the business. The process rapidly identifies and prioritises key risks, challenges and improvement opportunities and allows leaders to effectively direct 80% of resources to the 20% ('vital few') tasks that will generate 80% of improvement.

# ABOUT MOORE KINGSTON SMITH



Kingston Smith Corporate Finance  
Most Outstanding Corporate Finance  
Advisory Firm 2019 - UK



- **We offer an unrivalled full-service offering.** When considering how to maximise (and realise) enterprise value, we provide businesses and shareholders with aligned and coordinated advice across a variety of areas including strategic planning, business development, corporate finance, HR consulting and outsourcing, in addition to our traditional accountancy and tax services.
- **We are SME specialists, with deep experience across a broad range of sectors.** From start-ups to more established medium-sized businesses, we work with a variety of clients across multiple sectors in the SME arena. Our focus on – and vast experience in – the SME space means that we truly understand what it takes to grow successfully in each sector. As thought leaders, we regularly conduct research into what drives success in the SME space; our insightful reports and events outline how to improve performance and share key lessons that help our clients outperform industry norms.
- **We have an extensive network in the UK and beyond.** We have access to numerous agencies, potential alliance partners, databases and potential acquirers both in the UK and internationally through our Moore Global Network. When you're looking to sell, we can rapidly access decision-makers within acquisitive organisations and across our private equity network, enabling us to deliver the most credible and appropriate buyers willing to pay a premium price for your business.
- **We work alongside you,** helping to shape your vision and develop the sound financial planning that takes you from good to great. With our depth of expertise and breadth of experience you can be sure of minimising risks and maximising rewards as you move forward. And beyond all this, we'll be your sounding board, supporting you as you assess options at every stage.

## CONTACT US

Call:  
**+44 (0)20 7566 4000**

Or email:  
**pd@mks.co.uk**

City  
**Devonshire House  
60 Goswell Road  
London  
EC1M 7AD**

t: +44 (0)20 7566 4000  
f: +44 (0)20 7566 4010

Romford  
**Orbital House  
20 Eastern Road  
Romford  
Essex RM1 3PJ**

t: +44 (0)1708 759759  
f: +44 (0)1708 759758

Heathrow  
**The Shipping Building  
The Old Vinyl Factory  
Blyth Road, Hayes  
London UB3 1HA**

t: +44 (0)20 8848 5500  
f: +44 (0)20 8848 5501

St Albans  
**4 Victoria Square  
St Albans  
Hertfordshire  
AL1 3TF**

t: +44 (0)1727 896000  
f: +44 (0)1727 896001

Redhill  
**Betchworth House  
57-65 Station Road  
Redhill  
Surrey RH1 1DL**

t: +44 (0)1737 779000  
f: +44 (0)1737 781555

West End  
**Charlotte Building  
17 Gresse Street  
London  
W1T 1QL**

t: +44 (0)20 7304 4646  
f: +44 (0)20 7304 4647