

CASE STUDY



Evolution's Value Improvement Programme helps Executive Coaching Company to achieve 36% profit increase

Learning and Development is a substantial and growing sector across the globe. Better equipped and skilled people underpin organisational growth and success.

Our client, Management Futures Consulting Ltd (MFC) provides executive coaching, learning and leadership development. Its client base includes organisations, such as the BBC, IBM, and Thomson Reuters. MFC also provides a range of services into the public sector, in particular education and health.

CEO, Phil Hayes, having gathered, "what I considered to be the perfect team to take us forward" felt the company needed an independent view to "guide us towards the ultimate goal of a successful sale and felt that Evolution would be the perfect fit".



Key Points

- Created 3-year Business Plan
- Created robust Sales & Marketing Strategy
- Addressed vital issues of succession planning
- Introduced structured and documented business processes
- Agreed Key Performance Indicators and Benchmarks
- Conducted regular reviews to keep the Plan on track

Background

MFC was established in 1997 and quickly grew into a successful business, gaining an excellent reputation for service, delivery and expertise. A series of set-backs in the last couple of years caused financial difficulties and eventual insolvency in 2012.

However, the company "phoenixed" straight away and all but one client stayed loyal and continued to buy from MFC; a testament to the respect and value "blue

chip" clients associate with our client's brand and delivery.

Having met Evolution CBS at one of our Masterclasses Phil Hayes was "greatly impressed by their breadth of knowledge and down to earth attitude" and approached us to explore how we could help him re-grow the business and, in the longer term, sell it.



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Evolution's Approach

We proposed our Value Improvement Programme (VIP) as the ideal service to meet MFC's requirements. It is a Growth to Exit service that gives business owners the extra "horsepower" they need to plan and create a sustainable and successful business model in readiness for sale.

Following our appointment, in the summer of 2012, our first step was to meet the Client and conduct a thorough analysis of the business, the market it serves and the people involved in providing their services. From this comprehensive review we identified a series of issues that needed addressing, including succession planning and sales/marketing. We worked with MFC to create a pragmatic 3-year business plan that covered the financial and operational issues and which included milestones and Key Performance Indicators.

Once the Business Plan was in place, we met the MFC Board every 6/8 weeks to review progress, refine tactics and discuss any new areas to address. This process of goal setting, review, refining and setting further actions has been instrumental in the business turnaround. In the past year it posted a £136,000 net profit; a positive swing year to year of £250,000! Not bad from a 6 employee business.

Phil Hayes comments "Evolution understood, immediately, our vision for the company and how we wanted to work. All our meetings have the underlying purpose of preparing our company to be successful and an attractive company to buy and we are kept firmly focused on this goal".

Having exceeded their year 1 projected net profit target by over 35%, our Client has his eyes firmly set on doubling the year 2 profit forecast. Confidence is high and MFC now has a vision and a plan as to how it will be achieved.

Our role from Day 1 has been that of an extra member of their Board, providing insight and guidance but sometimes challenging how things are done. We are an objective and highly experienced adviser for MFC, guiding their business to success.

Longer term Phil wishes to sell the business and, when the time comes, it will undoubtedly be in excellent shape and so will command a much higher price. Evolution will support Phil every step of the way in order for him to eventually retire and handover a healthy, well-run business to new owners.



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