

For businesses to perform better, the quality of advice and support has to improve.

Those that support business can't do the same things and expect different results.



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Businesses are being bombarded with messages about the need to improve; about the necessity to be innovative; about the imperative to be more effective. With the gauntlet being thrown down to entrepreneurs and business leaders to create new jobs and generate greater wealth, the question is, can they rise to the challenge?

SMEs are seen as the engine room of growth that will drive this country out of the current economic stagnation that we see today. The question being asked by many is, "Can SMEs rise to this challenge?" Perhaps a more important question is, can we rise to this challenge? When I say "we" I mean those individuals and organisations that support businesses – directly through consulting and training or indirectly through policy or economic strategy.

For businesses to grow they have to change. They have to change the way they develop products and services; they have to change the way they resource their organisation; and most importantly they have to change their pace and, quite often, direction of travel. If we are asking businesses to do all of that, we also have to change. **We too have to be better, faster and more relevant!**



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This shouldn't be an epiphany...

## Businesses learn best from people with relevant business experience!

Winning Moves, has worked with more than 30,000 businesses and what is obvious is that if you can match a client with a consultant (or coach or mentor for that matter) that understands and can empathise with their issue and has the necessary skills and experience to help them overcome it, you are going to score well in terms of satisfaction and impact.

So if we accept this principle, the question is how do we structure support to business that means that they have access to appropriately skilled (experienced and qualified) individuals, that understand their business, their needs and can help them remove barriers to growth?

In examining the potential responses to this not-so-rhetorical question, it is important to bear in mind that in all likelihood you have the skills locally that can help businesses grow. In most cases, therefore, **you should be able to rely on the talent and capability of a local delivery network.**

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# Here are our **5 tips** to massively improve the impact of your business support:

Here's our top recommendations for improving the impact and satisfaction your business support has:

## 01 Don't let your experts determine the issues

If all you have is a hammer, everything looks like a nail. What I mean by this is that a finance expert will see business issues from a finance perspective, a marketing expert will similarly see solutions to problems that are marketing shaped. 'Diagnosis' of a problem should be separated from the solution.



If all you have is a hammer, everything looks like a nail.

## 02 Objectively match client needs with consultant skills

Once you have identified the barriers that are holding a business back, objectively select a coach or consultant that has the skills to remove these barriers. Don't allow selections to be made simply on personal relationships. There should be no 'phone a friend'.



## 03 Don't allow 'experts' to assert their own experience and capability

Select local individuals or firms based on the experience of others. The feedback of past customers is the best indication of the quality and value of advice. Think about how we use the ratings in other aspects of our lives – such as with Trip Adviser or eBay – and allow past customers to impact your selection in the same way.



## 04 Get the feedback of your customers in all cases.

Ask your customers to provide feedback in terms of knowledge, professionalism, service and use the Harvard Net Promoters technique to provide an overall score for a given supplier on a given project. I would also suggest you get 'impact' data wherever you can.

## 05 Make the feedback transparent

so that it becomes a part of the supplier selection process and is visible to those that are making the decisions about which consultant to use.

# We have the tools to help you manage quality and impact

Managing sub-contractors can be time consuming and un-productive. Our online tools allow you to manage all aspects of your coaching delivery: from contractual arrangements, referencing, workflow, quality control, communications and impact.

It will equally allow you to manage and communicate with client companies, produce time reports and track opportunities.

## Other benefits include ...

- Significant time saving in contracting, quality control and impact measurement
- Improved consultant selection, with previous project feedback displayed in results
- Increased client satisfaction, with consultants more closely matched to client needs
- Online impact capture, demonstrating jobs created and GVA by programme, adviser or supplier
- Improved efficiency, with most processes automated and admin intervention only required for reported exceptions
- Improved management information, with reports for impact, opportunities and time spent built into the system
- Completely flexible, with customisable features
- Very low cost implementation when compared to other systems

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[edit details | add reference | request references | add project]

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**Biography:**  
I have been working as a freelance consultant for 2 decades. In that time I have helped transform the fortunes of Unilever, Bass Breweries and Apple Computers, by doing what I do best: business model innovation. Im now applying what I have learnt to smaller businesses.  
I am also an accomplished speaker and writer and my work has  
Alan has been providing coaching since 1992.

**Contractual Information:**  
Contract Date: 31/01/2012

**Net Promoters**  
0%

**Net Promoters League**

**Associates**

| Name          | # | know | prof | serv | o'all | netprom |
|---------------|---|------|------|------|-------|---------|
| David Black   | 2 | 5.00 | 5.00 | 5.00 | 15.00 | 100%    |
| Tracy Spencer | 1 | 5.00 | 5.00 | 5.00 | 15.00 | 100%    |
| Bernard Jones | 2 | 4.00 | 5.00 | 4.50 | 13.50 | 0%      |

**Programmes**

| Name                 | #  | know | prof | serv | o'all | netprom |
|----------------------|----|------|------|------|-------|---------|
| Innovation           | 16 | 4.75 | 4.94 | 4.88 | 14.57 | 100%    |
| High growth          | 30 | 4.60 | 4.83 | 4.83 | 14.26 | 83%     |
| Coaching in West Mid | 46 | 4.72 | 4.91 | 4.83 | 14.46 | 80%     |
| Enterprise Support   | 27 | 4.59 | 4.67 | 4.56 | 13.82 | 59%     |

For further information on how we can make a measurable difference to you

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