

SERIOUS ENTREPRENEUR PROGRAMME – ‘SEP’

What is SEP?

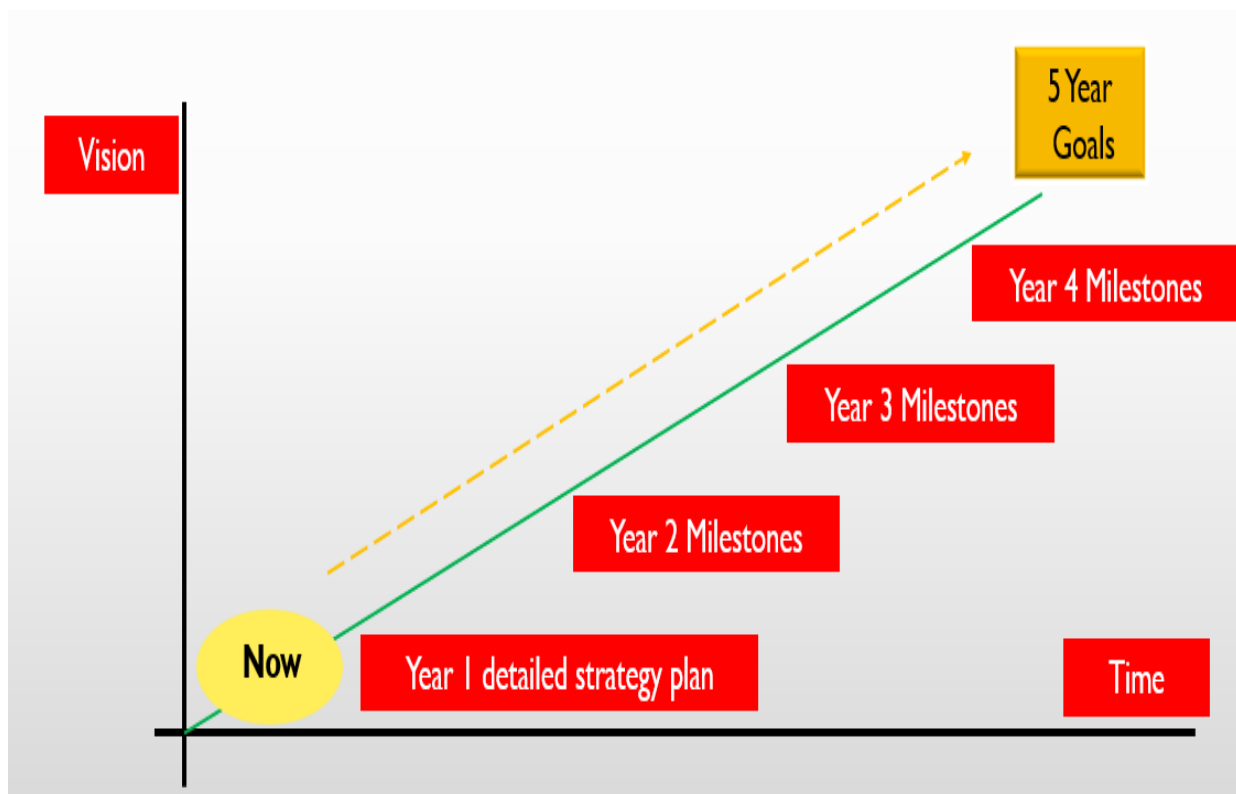
- An affordable focused programme for business growth delivered by experts, with dedication, professionalism and integrity
- For those wanting another level for their business or building for exit
- Built around four key areas: revenue growth, margin optimisation, asset efficiency and strategic goals

How does SEP work?

The Destination (strategic vision)

- **Our experts listen to understand where a business wants to get to;**
- **Engage to see all shareholders are aligned to the same vision; and**
- **If there's any uncertainty in vision, it's clarified, so it's ambitious but achievable**

The Journey - Now the destination is clear, it's time to plot the journey, the strategy



How SEP bridges the business advice gap

Businesses are made up of a number of inter-connected parts, which

need to work in harmony to achieve real success – our team of experts

understands each of these elements. SEP allows affordable access to

those experts with cross-sector experience and resource to help:

- Construct effective strategy
- Carry out detailed planning bespoke to your business
- Raise any necessary funding
- Stay close to your management team to ensure implementation of planning
- Provide missing resource to keep plans moving
- Deliver strong, measurable growth

Does SEP work?

Absolutely – let's contrast two (real) examples:

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Company A invested in SEP 5 years ago

- o New strategy developed
- o Funding of £12m raised
- o New factory built to implement the new strategy
- o Turnover up 220%
- o Profitability up 145%
- o Significant cash reserve built
- o Shareholder value increased from £5.5m to £20.5m
- o Huge return on fee investment

Company B did not invest in SEP 5 years ago (to "save cost")

- o More of the same issues
- o No real business strategy
- o Turnover reduced by 9%
- o Profitability now very marginal, at best
- o Cash reserve virtually exhausted
- o Now facing difficult trading conditions
- o Starting to lose key employee skills
- o The outlook is poor



Our experts' specialist skill sets include (among others):

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Banking Review	Exit Planning	KPIs and reporting	Performance Management
Branding	Export Development	Leadership	Process Mapping
Business Analysis	Fault Management	Lean Coaching	Product Development
Business Insight	Financial Management	Lean Process	Recruitment
Business Development	Financial Risk	Market Research	Succession Planning
Business Planning	Funding	Manufacturing	Public Relations
Cash Management	Governance	Mediation	Purchasing
Change Management	Health & Safety	Mergers & Acquisitions	Reward Structures
Contract Negotiation	Human Resources	Net Promoter Score	Risk Management
Customer service	International Trading	Operational Excellence	Sales and Marketing
Data Analysis	IP and Innovation	Operations	Software architecture
Digital Transformation	IP Monetisation	Organisation Design	Software development
Executive Development	IP Protection	People Transformation	Stakeholder Engagement
			Strategy Development

Our experts' sector experience includes (among others):

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Aerospace	Defence	Leasing	Online Retail
Airports	Education	Legal	Professional Services
Air Conditioning	Energy & Renewables	Leisure	Public Sector
Agriculture	Engineering	Life Sciences	Rail
Automation	Facilities Management	Logistics & Warehousing	Real Estate
Automotive	Finance	Machine Tools and	Retail
Banking	Financial Services	Capital Equipment	SaaS
Care Services	Food Production	Manufacturing	Services
Catering	Franchising	Marketing	Software
Chemicals	Gyms & Fitness	Media & Broadcasting	Tech
Contract Cleaning	Healthcare	Medical Devices	Telecoms
Creative	Hotels	Mining	Textiles
Construction	ICT	Nuclear	Utilities
Data Protection	Insurance	Oil & Gas	Wholesale

A goal without a plan is just a wish....A plan without action is just a speech.

- 67% of strategies fail through lack of implementation.
- Let our experts to help you plan and implement that plan.

Unlock the growth of your business by contacting Lancashire Chamber today to arrange a free, no obligation scoping meeting to find out what SEP can do for your business!



For more information on the Critical Business Reviews and the Serious Entrepreneur Programme click [here](#) or contact the Chamber

entrepreneur@lancschamber.co.uk

Or call (01772) 653000