

SYLO | *BEYOND*
HR.

Your People...Your Business

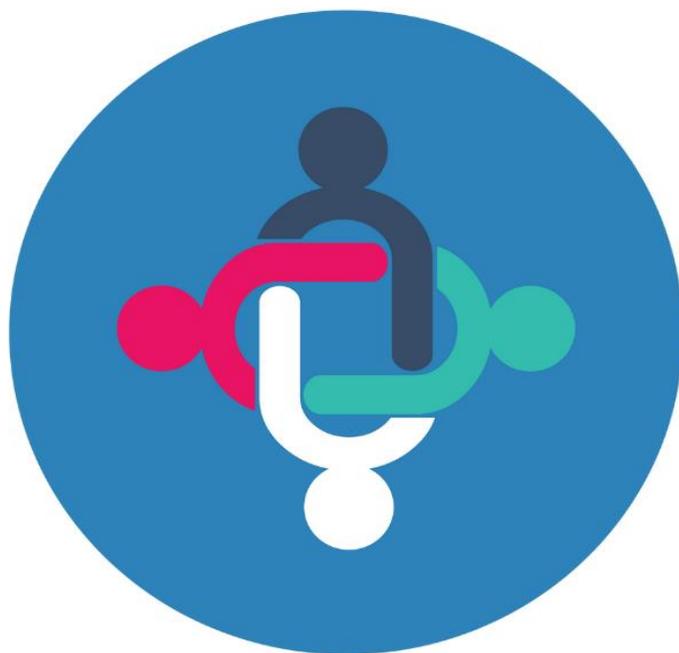
BUSINESS STRATEGY

We provide expert business advice and support for you and your business, specially tailored to your requirements.

www.sylobeyondhr.com

SYLO | Beyond HR. Ltd,
Rear Barn, 112 High Street,
Thame,
Oxfordshire,
OX9 3DZ.

01844 216290
enquiries@sylobeyondhr.com



CONTENTS.

- Contents Page.....1
- Introduction.....2
- What We Offer.....2
- Business Plans.....3
- Brand Development.....3
- Organisational Design and Structure.....3
- Operational Strategies.....4
- Financial Planning.....4
- Sales and Marketing Plans.....4
- Exit Strategy.....5
- Our Experts.....5
- Next Steps.....6



BUSINESS STRATEGY

INTRODUCTION.

Whilst SYLO | Beyond HR. is well known for its expert HR advice from our team of highly experienced advisors, what's probably less well known is that we also have a team of highly experienced Business Consultants. This team provides expert business advice and support for you and your business, specially tailored to your requirements, and they work closely with your SYLO HR Partners.

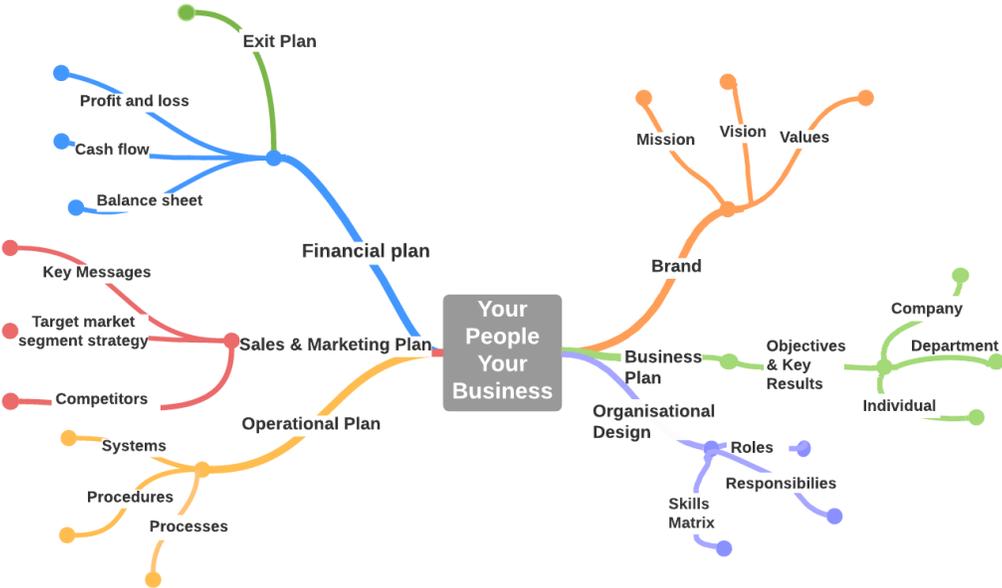
We provide you with an expert review of your business and the development of an actionable Business Plan that meets your specific business objectives, short and long term. We offer a full range of analysis and planning, based on our understanding of your business requirements or some quick, expert advice and support to help you and your business.

“I really value the time you have put into our Strategy work, your patience as we diverted off on tangents and the way in which you have made us think about things differently.”

September, 2021.

WHAT WE OFFER.

Running a business, large or small is complex and all absorbing. It can also be quite isolating, especially for SME owners who not only have to oversee and get involved with the day to day running on the business, but also need to take time out to look and plan for the future. We work in a number of different ways, long and short-term projects that look at specific aspects of the business and provide advice and support to ensure the outcomes are integrated back into the organisation, or by providing an external point of view / sounding board or just an extra pair of hands to help with some of the tricky challenges that can't be discussed within the business.



BUSINESS PLANS.

Developing an actionable Business Plan is one thing every organisation needs, but often it becomes just another document that is written but never referred to again. We make sure the Plan is written, and communicated, so it becomes integral to how you operate as an organisation, driving not only companywide objectives but also those of every department and individual.



BRAND DEVELOPMENT.

It's critical to know and clearly communicate what your business purpose is, both within the organisation, and externally. Clearly defining your Vision, Mission, and Values not only helps you develop clear strategies for communication, it defines the culture and structure of how you work with not only your employees but also your customers, suppliers, stakeholders etc.



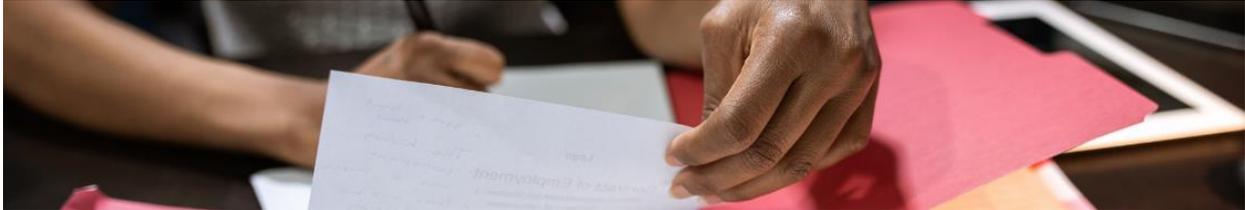
ORGANISATIONAL DESIGN AND STRUCTURE.

Working out who needs to do in an organisation based on what the overall company objectives is complex. Whilst it's easy to put down on paper the roles and responsibilities for the business, overlaying the people aspect, relationships, skills and competences can make for challenging decisions. We can help guide you though not only how best to design and organise your business but also how to communicate the new structure ensuring everyone is clear, accepting and motivated by the final result.



OPERATIONAL STRATEGIES.

Another area where choosing and integrating new systems and process in your business may prove challenging. New systems or processes will help you run your business more efficiently, but which one should you choose, how do you embed it in the business and set up the procedures to ensure everyone uses it effectively to support business objectives? We can help.



FINANCIAL PLANNING.

Most SME owners aren't qualified accountants, but balancing the books, and being able to analyse the numbers is critical to running a successful business. So, whether it's just getting a grip of the Cash Flow or forward planning for future investments, we have highly qualified accountants who can help and advise you.



SALES AND MARKETING PLANS.

Developing communication plans that reinforce your brand, whilst delivering key messages to your target audience via a multitude of channels is complex. Ensuring you are reaching your current and future customers and then working out which is the most effective route is time consuming, but essential if you want to ensure the best return on your investment. Having expert advice and support can be a welcome addition to the team.



EXIT STRATEGY.

There is a point where as a SME business owner and founder, you know it is time for you to move on, but you want to leave the business you have worked so hard, and successfully to build, in a position for it to carry on without you at the helm. This could mean a part time role, or maybe a complete separation. We have very experienced experts who can look at all the options for you, and the business, before advising you of the best route, and then helping you to implement that, whether it's a sale, buy-out or installing a new Senior Team.



OUR EXPERTS.



ANDRÉ BOZON.

I have been part of the SYLO | Beyond HR. team since 2010, and have worked with businesses to identify, develop and deliver knowledge and skills improvements right through the business.



LUCI MARTIN.

I am part of our Business Strategy team and have been with SYLO | Beyond HR. since 2018. I provide the vital link between business and people strategies within organisations.

NEXT STEP.

It's critical that your people know where they are going within your business and your business is structured to ensure you have the right people in the right place with the right skills. But creating all of this can be complex and time consuming - we can help.

For a free 30-minute consultation please [contact us](#).

“Thank you. Luci’s time was very helpful (as ever) and got us thinking about focusing on strategy and planning again – as opposed to just the day to day during these strange times. We will certainly be calling on Luci again to help us.”

May, 2020.

