

# 03

SMALL AND GROWING BUSINESSES

■ STRATEGIC BUSINESS REVIEW



## As an entrepreneur, have you ever asked yourself...

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Has your business stagnated?

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Want to re-energise your strategy and your team?

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Plan for growth but don't know how to make it happen?

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Do you have an idea but don't know how to make it happen?

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Manual and inefficient operations, which can't scale?

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Do you need to resolve knowledge gaps within your team?

–

Wondering how to build and maintain the culture that represents your brand?

Does your mission statement feel out-of-date?

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Have you grown beyond your mission and vision?

–

Do you feel outpaced by your competition?

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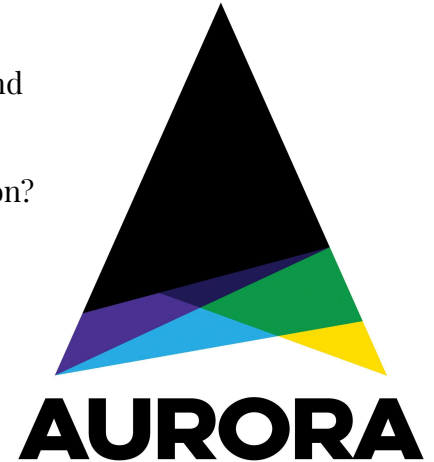
Do you need your team to align to your business strategy?

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Want to compete in the digital age?

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Does technology support what you are doing?



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# ■ WHY DO I NEED A STRATEGIC REVIEW?

A decorative graphic at the bottom of the slide, consisting of several overlapping, semi-transparent shapes in yellow, green, blue, and purple, set against a black background.



**"Leveraging our experience as senior industry banking veterans, we help share knowledge from large and complex businesses to help transform how growth businesses work."**

**SEAN VICKERS**  
Managing Partner

## **We believe we have the most comprehensive and valuable strategic business review in the market**

–  
Our review normally takes seven days of interviews and analysis spread over two weeks, involving a full end-end review at senior/board level to test and challenge the company direction and to understand the shape and culture of your organisation.

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This involves workshops, interviews with your team and execs, and a review of your business metrics, followed by a full playback of findings and recommendations to you and your management team. We then document the findings in an actionable roadmap for you to take away.

## WHAT'S IN THE STRATEGIC BUSINESS REVIEW?

Your refreshed and revised mission statement, vision and operating principles articulated to drive all aspects of the business

–  
The culture and heartbeat of your business explored and documented for future use within your business and recruitment

–  
Technology assessment, driven by your customer interactions and experiences

–  
A comprehensive view of your people strategy leveraging Aurora's unique seven pillars approach

All roles and functions (defined by RACI) fully documented with recommendations

–  
Your organisational structure (today, tomorrow and vision 2021) fully mapped

–  
Governance documented across all levels of your organisation

–  
Identified priority processes and scheduling for redesign activity

–  
All tangible next steps and actions mapped into a clear and concise roadmap ready for next steps

**07**

DAY REVIEW

**02**

WEEK PERIOD

# **THE STRATEGIC BUSINESS REVIEW**

Here is an indicative breakdown of the activity that's undertaken.

The actions are in modular form allowing your management team to select the services with which they'd like to initiate first, aligned to spend and ambition.

Facilitation would always be undertaken by an Aurora Managing Partner.

**STRATEGY**

- A full strategic review at senior/board level to test and challenge direction
- How to evolve your company brand and USP to meet your wider desires and ambitions
- Barriers to entry assessment of your industry
- Mission Statement, 'Vision 2021' USP, principles and values..discussed, challenged, documented

**ORGANISATIONAL STRUCTURE**

- Documented organisation structure, from today to the 3-year time horizon
- Roles and functions fully documented with recommendations

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**PEOPLE AND CULTURE**

- Aurora's proven people strategy approach undertaken with business growth in mind
- Functional and role gaps identified and how to address (i.e. HR, workflow etc)
- Direction on new role strategies based on need-set: funding, discovery, scoping, skill set, JD
- Strengthen your company culture and employee engagement

**MARKETING AND INNOVATION**

- A fully robust brand, marketing and social media map
- Creation of a social media strategy that is appropriate for your organisation
- Review of product portfolio and future pipeline

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**GOVERNANCE DOCUMENTED, ADHERED TO AND MONITORED**

- Governance structured from the top...from Managing Directors to working groups

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**PROCESS AND EFFICIENCY PRE-WORK**

- Modular services and pricing applicable to your business
- Key processes assessed (variation, maturity and current metrics/KPIs)

01

DAY ONSITE

01

DAY REMOTE

01

DAY ONSITE

01

DAY REMOTE

01

DAY ONSITE

02

DAYS REMOTE

03

DAYS ONSITE

04

DAYS REMOTE

**Overview**

Strategic review

Competitor analysis

Roles & responsibilities

Innovation culture check

Product portfolio review

Innovation strategy & pipeline review

Process efficiency

Customer feedback

**THE DETAIL**



**We don't operate like a normal consultancy, we focus on honest advice, using real-life examples and experience to drive real value.**

**JIWAN LALY**  
Managing Partner

## YOUR BUSINESS GOALS, OUR BUSINESS KNOWLEDGE

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We're a London-based boutique consultancy with global reach.

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With decades of real life business and technology expertise, we're by your side to help shape and deliver your biggest business ideas.

–  
Former financial services' leaders rather than consultants, with decades of experience across all customer segments and spanning functions including COO, strategy, technology, change delivery, sales and risk

–  
We help businesses shape their strategic vision by partnering to define their future – mission, objectives, values, culture and operational leadership.

–  
We deliver change across technology, process, operations, and people applying rigorous governance, planning and structure.

–  
Our team combined with the latest strategy and technology tools can help shape and deliver your biggest business ideas effectively.

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**The Aurora team harnessed their big business experience and applied it to help shape our vision, goals and direction. Aurora don't feel like consultants... from day one they've been an extension of my team.**

**ANNE MORRIS**  
Founder and CEO  
DavidsonMorris Solicitors



# WHY WORK WITH AURORA?

“

**Walking into work thinking about my business differently today... thanks to the team at Aurora.**

—  
**JEREMY ARNOLD**  
Managing Director  
ArnoldDaSilva

”

“

**The Aurora team harnessed their big business experience and applied it to help shape our vision, goals and direction. Aurora don't feel like consultants... from day one they've been an extension of my team.**

—  
**ANNE MORRIS**  
Founder and CEO  
DavidsonMorris Solicitors

”

“

**The Aurora team have a genuine interest in helping my business succeed... a breath of fresh air in the Small Business space**

—  
**JAMES ALDRIDGE**  
CEO  
Aldridge Landscape

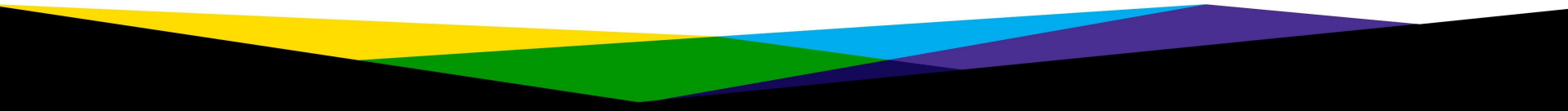
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**We believe the small business community, regardless of size, deserves better advice - honest, informed, tailored. Just because you only have a small team doesn't mean you should be excluded from strategic and process advice and guidance**

**MATTHEW BENHAM**  
Managing Partner

## **CLIENT TESTIMONIALS**





# AURORA

STRATEGY, DESIGN & EXECUTION

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Enquiries@AuroraSDE.com



AuroraSDE.com



AuroraSDE



@AuroraSDE

