

UNLOCK THE FULL POTENTIAL OF YOUR BUSINESS

WITH IEBD CONSULTING

IEBD Consulting

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YOUR BUSINESS DOCTOR

PROVIDING COMPREHENSIVE
HEALTH CHECKS FOR ALL
ASPECTS OF YOUR BUSINESS



Ian Ezzard - CEO

IEBD Consulting can examine all aspects of your business to diagnose, prescribe solutions and, as required, assist in their successful implementation.

As your dedicated Business Doctor, I offer over 30 years of experience as a Shareholding Director of an award winning B2B sustainable business, with in-depth knowledge of sales, marketing, customer service and business operations.

I am driven by the challenges of everyday business, including driving projects, both small and large, from initial idea to final implementation. I have a real passion for success, results, and seeing the project positively affect business profits.

I'm a people person, working closely with individuals, understanding their challenges, goals, and ultimately collaborating to achieve and build on their successes.

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I want to work with my clients to make a real difference, earning the trust and value of your business and team. My goal at IEBD Consulting is to make a tangible and lasting difference to your company.

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AN INTRODUCTION

Discover the areas of your business where I
can carry out the health check

AN INTRODUCTION



■ Elevate your Sales Performance

I will work with your team to optimise existing client spend and margin. Assessing their products/service mix and number of client contacts. I can also evaluate and enhance your process for winning new business and work with the team to enhance your new business pipeline and new client onboarding processes. I can examine your business reporting, both in terms of clients and overall business. Reports can be powerful tools. Every part of the business should have a limited number of reports to drive improvement, measuring and contributing to growth. Let's maximise your sales, profits, and overall business success.

■ Strategic Marketing Solutions

Develop your marketing initiatives by collaborating closely with your team to examine your marketing to both existing and new clients. From reviewing existing product and service offerings, assessing new product and service opportunities, to analysing client product/service mix and your number of sales contacts within a client organisation. This not only assists in growing sales and profits, but also further secures the client as an ongoing customer. Positive marketing, measured for continuous improvement, will support and promote all facets of your business.

■ Customer Service Excellence

In a highly competitive business landscape, continuous evolution is key. I collaborate with you to elevate your customer service experience, a crucial element to client retention and new business wins, helping them grow into valuable clients. Let's develop and empower your team to recognise their importance in every sales process element. Together, we'll establish effective business processes and measure key performance indicators for customer service excellence.

■ Operational Excellence

Transform your operations. I can examine your logistics, warehouse, and facility team offerings. Together, we'll drive efficiency, develop their offerings and enhance their contributions. Aligning with ESG goals, we'll create positive impacts on efficiency and costs. Is your back-office software empowering your services and improving efficiencies? Let's unlock the full potential of your operations for sustained growth and excellence.

Profitability Enhancement

I can assess cost efficiencies across the entire business, collaborating on negotiations with key suppliers/partners. If ISO9001 and 14001 are relevant, we'll ensure these accreditations run seamlessly with your business. Your shared goals and targets will fuel ongoing improvements, creating positive impacts on both efficiencies and costs. Let's elevate your bottom line together.

Prioritise Sustainable Practices

Discover how we can enhance your business's sustainability and offerings to clients. From developing internal practices to aligning with ESG (Environmental, Social, Governance) requirements, we'll navigate the landscape together. ESG is a legal requirement for large businesses with 500 employees or £500 million in annual turnover, but is such a hot topic that ESG is crucial to all businesses. Let's explore the implementation of an internal ESG team, set meaningful goals, assess key suppliers, and establish measurements to communicate your progress. Together, we'll make sustainability a driving force in your business.

Strategic Project Management

Regardless of your project's size or type, I bring over 30 years of experience to assist you and your team, enabling you to focus on running the day-to-day operations. All too often, there are areas that we want to develop and change but find ourselves fully occupied by the business pressures; IEBD Consulting steps in to collaborate with you, driving positive changes and enhance and further develop your business. Let's turn your aspirations into achievements.

Brand Management

Optimise your brand. I bring a wealth of experience to assess and enhance all your existing materials, ensuring consistency, relevance, and centralised storage. Whether it's refreshing existing elements or embarking on a complete rebrand, IEBD Consulting collaborates with your team and brand creators to elevate your brand identity. Let's ensure every document that carries your brand reflects its true essence and resonates with your audience.





Strategic IT Solutions

Transform your business with strategic IT solutions. From selecting the right software to seamless implementation, I collaborate with your management team to drive efficiency. Whether it's upgrading phone systems, optimising back-office systems, or exploring solutions for your specific business needs, IEBD Consulting ensures your IT infrastructure aligns with your goals. Let's unlock the full potential of technology to enhance and empower your business.



Website Enhancement and online ordering Excellence

From refreshing content and reviewing analytics to ensuring a seamless online ordering system, I collaborate with your web partners for optimal results. Your website is your business's first impression – let's ensure it not only reflects your brand but also assists your sales team in winning new business. When was your website presence last updated? If you have an online ordering system, let's work together to create an awesome client experience.



Unleash the WOW factor

In a dynamic business landscape, change is your ally. Let's work together at IEBD Consulting to reassess, evolve, and infuse the WOW factor into what you do, how you operate, and what you promote. We'll review and enhance best practices across all business areas, ensuring relevance and alignment. Your WOW factors are instrumental in client retention and winning new business. Empower your employees with the knowledge and value of these factors. The path to success begins with change.





Unlock the Potential of Internship Programs

With over a decade of experience, I've successfully collaborated with universities that provided courses that matched my business requirements. I had a very well-established team, many of whom had been with the business for over 10 years. The interns brought new life to the business and with that fresh ideas and perspectives. Over the years the interns held various roles in marketing, IT support and sustainability.

I can work with you to specify the role and responsibilities, who they will report to; here, I recommend a Board member or Manager. The intern is in the business to perform a role that adds value, but mentoring is very important too. We can work together on first interview to short list for final interview, or I can be involved from interview to onboarding.

Let's create an impactful internship program that adds value to the business. Your company's internship program can align with ESG goals, particularly under the "Social" aspect.

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This opportunity shaped my understanding of marketing, expanded my skills and fostered my personal and professional growth.

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My internship provided a strong foundation for my career and expanded my professional network. It was a transformative experience that I'm excited to build upon in my future endeavours.

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Organisations who offer internships can inject new life into their workforce and gain access to highly enthusiastic individuals who can be moulded to fit many roles.

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Team and Individuals Mentoring

Your team is your business's heartbeat. Recruiting new team members has a high cost for any business, not just monetary, but has many indirect costs; training, monitoring and developing their skills. It can take anything from 3 to 6 months for a new team member to be up to speed, but even then, knowledge and experience will only come with time.

With IEBD Consulting, I work to cultivate and develop the team or individual, the more they love the business, the longer they are likely to stay and add real value. Let's develop your team and individuals, ensuring they stay, grow, and contribute significantly to your business.



Non-Executive Director Expertise

Tap into over 30 years of Board-level experience. As a Non-Executive Director, I operate outside of the day-to-day activities of your business and can offer a valuable external perspective on your internal business practices, bringing a fresh pair of eyes and asking those difficult questions.

I can assist in scrutinising your business performance and offering strategic ideas and support to your executive team. Let's elevate your business with invaluable insights from an alternative perspective.



Interim Management Roles

Minimise disruption with Interim Management. From the initial interview to final offer and the new recruit working their notice period can take months. I can assist your business in an interim role for Sales Management, Operational Management, and even provide support for the initial couple of months as the new manager settles in.

I will steward your business through this potentially disruptive period, working with the team, keeping projects on track, and implementing your strategic goals, ensuring a seamless transition until a permanent replacement is found.

GET IN TOUCH

If any aspect of the services outlined piques your interest, I would be delighted to discuss how IEBD Consulting can tailor its expertise to meet your specific needs.

Feel free to contact me at ian@iebd.co.uk or call me directly on 07592 163354 to arrange an initial meeting.