



GJC

**2 Day IFA
Business
Discovery
Workshop**

www.gjcadvisory.com

Introduction

We're making our experienced consultants available to organisations up and down the country to help them deal with the impact of Covid-19.

Our finance specialists have worked for some of the biggest names in your industry and are currently advising forward-thinking business leaders on quickly getting to grips with challenges and identifying clear opportunities for the future.

IFA's plan for the long term for their clients but do they plan medium and long term for themselves?

The Future

Where does your business want to be in 5 or 10 years? Or even 3 years before the next "crisis"?

Are you looking to grow organically or by acquisition or to sell? Why? In most businesses with several owners there will be more than one view, but how do you clarify your thoughts, hopes and plans for the future? One thing is certain you cannot stand still, otherwise the world will leave you behind.

Given that firms can sell for 3 to 4 times Trail/Ongoing income (or larger for some consolidators [but not all income!]) if you are looking to sell how do you maximise this value and still look ex clients in the eye? If you are looking to acquire how do you compete against the "big boys"? What about DB Transfer and other risks? Is it time to take some time out as a senior management team to investigate options?

Day 1 – Morning Session

Getting under the surface of the business to understand the present position and what the future plans look like. We will leave no rock unturned and no skeletons left in the cupboard, followed by a session exploring the key things you need to think about if you want to Grow, Acquire or Sell.

This is designed to expose where the owners think the Firm is at now and where it wants to be (across the various owner/partners). Then depending on whether the firm is looking to grow/acquire or sell:

FOCUSING ON GROW/ACQUIRE ACTIONS	FOCUSING ON SELL ACTIONS
Understanding what delivers value to the business Why / how you can add value?	Understanding what delivers value to the business What will maximise what you receive?
Is it grow organically, buy or both?	Timescale: what can you do in this timescale?
What does the cash flow look like?	Can you de-risk the business to add value?
What are funders looking for?	What kind of buyers are out there, what are they looking for?
Thinking like a seller (if you want to make it easier to buy them)	Pros and Cons you should think about
	Is this a full sale or a funding to buy out just some owners?

Day 1 – Afternoon Session

Business Discovery and High Performing Business Scan, focusing on Revenue, Overheads, EBITDA, Goals, Strategies, People, Systems and Culture.

Day 2 – Morning Session

Presentation and review of the Business Discovery Report. Followed by the presentation and review of the 90 day and development action plans, assigning timelines and responsibilities to each action.

Day 2 – Afternoon Session

Presentation and review of the High Performing Business Scan results and client needs analysis report.

Meet the team



Lee Anderson-Frogley

Lee joined GJC in September 2020 and has two decades of senior level financial leadership experience. His sector experience includes the hospitality industry as well as the care and insurance sector. Most recently Lee has been with the FTSE 250 listed Quilter Financial Planning Group where he was Group Financial Director responsible for every aspect of finance within the organization. Lee's extensive track record covers the type of financial transformation and optimization which has enabled organisations to realise the strategic aims of mergers and acquisitions.

Lee Anderson-Frogley F.C.C.A

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Bill Douthwaite

Bill Douthwaite FCA MBA joined GJC as an associate to lead our outsourced FD division. He has over 30 years experience in-practice spread between global and national accountancy firms; in-house with JCB and TSB; and as an external consultant to clients in construction, financial, legal, property, service and technology sectors. Bill is a qualified Chartered Accountant with over 20 years experience at the top management level in SME businesses. Bill has significant expertise at each stage of the business cycle, from startup and acquisition right through to exit.

In 2020 Bill helped 2 separate IFA firms firstly with the acquisition of a small firm's block of fees and on the second to restructure a firm to allow for funding and the splitting of the business.

Bill Douthwaite FCA MBA

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The Investment

Our high impact workshops are £5,000

This covers two days with leading experts in your sector. It includes:

- A 2 day visit to your offices by 2 senior consultants, a Financial Director and a Strategic Advisor
- A client needs analysis report
- A 90 day action plan
- A medium term development action plan

Our background

As one of the fastest growing advisory firms in the UK, all of our consultants are ready to make an immediate impact for you whether you want to jump on an opportunity, boost your team, see the woods for the trees or trim some fat.

Crucially, we've all walked the walk which enables us to talk the talk – from SMEs to PLCs and especially in professional services, hospitality, construction and education. There are plenty of grey hairs (and very little hair at all) in our team of agile executives, finance gurus and performance coaches. But don't let that fool you into thinking we are old school in any way.

Naturally, we're all committed to continuous professional development and we hold the exclusive UK licence and are certified advisors for Maus software – used by over 55,000 organisations globally – enabling us to look beyond the UK for insight on your behalf.

Want to know more?

To find out more about GJC, please visit:
gjadvisory.com or call **01752 717577**

