

Infusion Scale-Up Assessment is for forward thinking business leaders who have ambitions to scale to the next level...

Clients work with us for the following reasons:

- Want to scale their business at pace
 - Frustrated in the direction of their business and desire clarity
 - To create a business not consistently reliant on the leaders
 - To Increase efficiency and reduce costs without impacting the ability to service customers
 - Recognise their strength is in delivering their product but need expertise in putting in place the strategy, structures and systems to scale
 - To create a unique culture that fits their DNA
 - To build a high performing customer focussed business top to bottom
 - A need to reignite the business with the hunger and desire that originally made it a success
 - Need to create strong foundations within the business to support increased sales.
 - To build a business that will attract investors and/or purchasers to exit, or simply that the leader(s) wish to take a more passive role in the company
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We know there are thousands of “trainers, coaches and advisors” out there primarily focused on sales and marketing, which whilst important it is not the only thing you need in order to be successful. Afterall, it’s no good winning lots of new business if you cannot service it in line with the quality and service levels expected.

Through our experience we know that businesses reach a certain point when it goes beyond sales and marketing and into ensuring you have the company structure with the solid foundations and ways of working that support your product growth and customer experience. This is required when both growing and reshaping companies.

Over the past 20 years we have worked across many sectors and have found that there are 10 key principles that enable your business to thrive, these are:

1. Having a clear strategy
2. The ability to face harsh facts
3. A culture of continuous improvement
4. Hiring the right people, in the right roles, doing the right things at the right time
5. Leveraging opportunities that exist through creative thinking
6. Creating consistent ways of working
7. Aligning the company top to bottom against the strategic goals
8. Strong and competent leadership
9. Active management of balance sheet and risk
10. Focus on well being

The overarching principle that support all of these traits is relentless consistency and speed of implementation.

We call this OPERATIONAL EXCELLENCE

Scale-Up Assessment

Do you want to scale your business to the next level?

Then take our Scale-Up Assessment to find out what steps you need to take to make this a reality.

We come across many forward-thinking CEO's/business leaders who have built a successful business but have a burning desire to take it to the next level and want support in making it happen quicker. They know that things need to change but cannot specifically put their finger on what it is and how to do it.

Having spent many years leading large teams and helping to restructure and exit businesses, the team at Infusion understand the key factors that enable a business leader to identify the key opportunities that need to be leveraged in order for scale at pace.

The Scale-Up Assessment tool enables the Infusion team to get into the weeds of your business, and to really understand what is going on. We provide you with a scale up score that reflects your current position, with most businesses typically scoring between 40 and 55 (out of 100). This average score emphasises the power of undertaking this assessment and the opportunities that can be exploited with valuable insight.

This deep dive assessment will give you the business owner absolute clarity on where immediate changes should be made, so that the process of scaling can be made easier.

Now this isn't just a sit down and have a chat for a few hours. Through the session we will be providing you with critical insights and expert advice on each key area of your business, that you can start moving forward with immediately.

At the end of the assessment, we will spend time discussing the results, agree on an action plan and the next steps for your business. [There is no commitment to do anything else.](#)

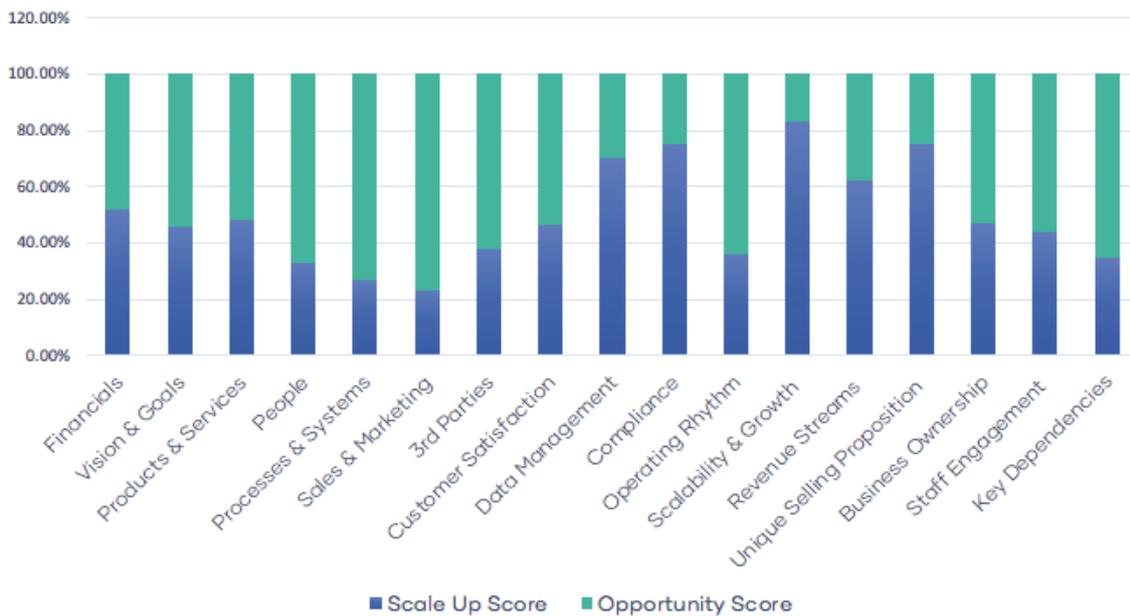
We do have to be honest; this assessment is only for business owners who are prepared to take a step back and if required, face harsh facts and be prepared to change. This assessment is only valuable if the insights that are gained are swiftly acted upon.

So, sign up for the assessment now and get the insights you need to take your business forward.

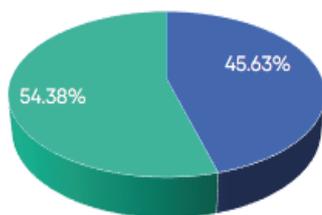
Your business will be assessed across 17 key areas, providing you with a Scale-Up score and immediate opportunities to leverage quick wins.

Phase	Max Points Available	Points Scored	Scale Up Score	Opportunity Score
Financials	50	26	52.00%	48.00%
Vision & Goals	25	11.5	46.00%	54.00%
Products & Services	25	12	48.00%	52.00%
People	35	11.5	32.86%	67.14%
Processes & Systems	30	8	26.67%	73.33%
Sales & Marketing	50	11.5	23.00%	77.00%
3rd Parties	25	9.5	38.00%	62.00%
Customer Satisfaction	65	30	46.15%	53.85%
Data Management	20	14	70.00%	30.00%
Compliance	10	7.5	75.00%	25.00%
Operating Rhythm	25	9	36.00%	64.00%
Scalability & Growth	15	12.5	83.33%	16.67%
Revenue Streams	45	28	62.22%	37.78%
Unique Selling Proposition	10	7.5	75.00%	25.00%
Business Ownership	55	26	47.27%	52.73%
Staff Engagement	55	24	43.64%	56.36%
Key Dependencies	20	7	35.00%	65.00%
TOTAL	560	255.5	45.63%	54.38%

Scale Up Score Breakdown



Scale Up Score vs Opportunity Score Split



Points Scored	255.5
Points Available	560
Overall Scale Up Score	45.63%
Opportunity to Scale	54.38%



Meet Your Infusion Team

Danny Wicks

Co-Founder



Danny spent the vast majority of his career as a mergers & acquisitions and business restructuring specialist.

In recent years Danny has been pivotal in the restructuring of the UK's largest bank and also leading the strategic change for one of the UK's largest property companies.

He is a qualified Executive Coach and with his tenacious approach specialises in guiding leaders at pace through the strategic change of their business.

Danny has a passion to get the best out of people and enable them to reach their own personal and professional goals.

Graham Hardy

Co-Founder



Graham has spent his entire career managing and leading teams.

He's scaled heights up to COO level in corporate restructuring divisions and has extensive experience of growing and leading high performing teams.

Graham has also many years of running complex change projects often with extensive budgets running into the £m's and understands the importance of building plans the correct way so that they yield the intended benefits.

Graham will give you the capabilities and confidence to reach levels of performance you never previously thought possible.

Don't Just Take Our Word For It...

"The significant expansion of our Build-To-Rent portfolio meant that we needed to create Operational Excellence across our business if we were to meet our strategic goals. I asked Infusion to build a whole new operating model for us which included new operating procedures, a staff induction programme and staff training models to name just a few and I am delighted with the results. I would urge anybody seeking an improvement to their business and/or staff to get in touch with Graham and Danny. I cannot recommend Infusion highly enough"

**Helen Gordon, CEO Grainger PLC
(President of the British Property Federation)**

"I hired Infusion as I was keen to drive my business to the next level. All I can say is WOW!. Despite not even being halfway through my development programme I have already got more than the value of my investment. They have been there and done it not just read the books. Don't hesitate working with these guys. You will not be disappointed!"

Ben Biggs, MD Intercity Logistics

"Working with Danny, Graham and Tom for the last 6 months has been a breath of fresh air. We knew First Financial was different to many of our peers we just didn't know how to build on the strong foundations made. By breaking everything down into manageable chunks, they have worked closely with us to create a very special environment among our team. Introduced our core values, made FF an environment where we can learn and grow. Even during this current crisis they have adapted and looked at ways we can become even stronger allowing us to deliver a service that is second to none to our clients. Thank you Infusion"

James Caplan, MD First Financial

"A refreshing approach to business coaching/development that not only has had immediate impact across our business, but laying foundations to ensure that, much more importantly, there is lasting benefit. Choosing Infusion to drive your business forward in an absolute no-brainer. I highly recommend these guys and in fact already have done 5 times over!"

Mike Cole, MD Imagine Property Group

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