



BESPOKE CONSULTING

When the question is specific,
the answer should be too.

One defined problem. Scoped tightly. Delivered properly.

Bespoke thinking for owner-led businesses with a specific challenge to solve - diagnosed at the root, not the symptom, and answered by the people who do the work.

Sometimes you don't need a programme.
You need the right answer to one hard question.



Not every challenge calls for a full journey. Sometimes there is one problem that has been quietly costing you - profits below where they should be, a margin that keeps slipping, a leadership team that is not quite firing, good people leaving faster than you can replace them.

If that sounds familiar, you are in good company. Most owners live with a problem like this for longer than they would care to admit - not through neglect, but because from the inside it is genuinely hard to see clearly. The symptoms are loud. The cause hides. And you still have a business to run in the meantime.

Bespoke Consulting is for exactly that. Together, we take the one problem that will not shift, get to the truth of what is really driving it, and build an answer around your business - not pulled off a shelf. It is scoped tightly, delivered properly, and done by the two of us, working alongside your team. We do the work. We do not delegate it and disappear.

What follows is a brief introduction to how we go about it. We hope it gives you something useful to sit with.

— *Laura Wheatley & Graham Hardy*

PARTNERS, INFUSION

Get to the truth first.
Then do something about it.

Five steps, in two halves - a rigorous diagnostic, then hands-on delivery.



01 Immersion WHAT'S ACTUALLY GOING ON HERE?	We come to you. We sit in the business, talk to your people, and look at the real numbers - not the version in the board pack.
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02 Analysis WHAT ARE THE ROOT CAUSES?	Then we do the thinking - setting symptoms aside, weighing what we heard and saw, and working out what is really driving the problem.
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03 Plan WHAT'S THE WAY FORWARD?	A path designed for this business - practical, sequenced and owned.
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04 Playback WHAT WE FOUND, AND WHAT TO DO	We sit down with you and walk through what we found and what we recommend - plainly, honestly, and without spin.
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05 Partnership WHO IS THE BEST PLACED TO DELIVER?	Your team, us, or a trusted specialist delivers - whichever it is, we stay accountable and keep the whole outcome on track.
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The kinds of questions we're brought in to answer.

Every engagement is scoped to one business. But the questions tend to fall into a few families.

PROFIT & PERFORMANCE

“Why aren't we making the profit we expected?”

A deep-dive to find where margin is quietly eroding - and what is really behind the shortfall.

GROWTH & SALES

“Why has our sales engine stalled?”

A review of the commercial approach for a business that needs to be winning more.

LEADERSHIP & CAPABILITY

“Has the team got what the next stage needs?”

A leadership team review to identify where capability gaps sit - and how to close them.

STRATEGY & DIRECTION

“Where should this business actually be heading?”

A one-off strategic plan that gives the leadership team clear, shared direction.

OPERATING MODEL & EFFICIENCY

“Where is the friction in how we run?”

An end-to-end review of the operating model to expose process inefficiencies.

PEOPLE & ENGAGEMENT

“Why are our best people leaving?”

A review of the people-management approach to fix attrition and rebuild engagement.

If your question isn't listed, it usually still belongs here. The common thread is a specific problem that deserves a serious answer.

Direct involvement,
not oversight from the sidelines.

SCOPED AROUND THE NEED

One defined problem, no standard template.

The engagement is scoped entirely around what the business actually needs - agreed at the start, and kept to.

DIRECT INVOLVEMENT

We work inside the business, alongside your team.

Leading an initiative, building a function, or working through significant change - hands on, not from a distance.

FULL ACCOUNTABILITY

Accountable for the agreed outcome.

We are accountable for the work we take on, and for keeping the whole outcome on track. Where a piece sits better with your team or a trusted specialist, we make sure it still lands.

THE OUTCOME, DELIVERED

Finished when the problem is fixed, not when the report lands.

The engagement closes against the outcome we agreed at the start - measurable, visible in the business, and built to stay fixed.

THE ENGAGEMENT

Partner-led from first question to final answer

Working alongside your existing leadership team, at the pace the problem demands.

One defined problem. Scoped tightly. Delivered properly.

Diagnosed at the root, not the symptom.

Five questions worth sitting with before you scope the problem.

Think about the biggest challenge in front of you right now, and sit with the questions below. They are the ones we always start with.

01 Can you name the real problem, or just the symptom you keep firefighting?
Falling profit, rising attrition and stalled sales are usually symptoms. The cause is rarely where the noise is loudest.

02 Have you been living with this longer than you'd care to admit?
Problems that persist have usually resisted the obvious fixes. That is normally a sign they need diagnosing properly.

03 Do you have the objectivity to get to the bottom of it from the inside?
The people closest to a problem are often the least able to see it clearly. That is not a failing - it is proximity.

04 Would an honest, outside read change what you do next?
A rigorous diagnosis often reframes the problem entirely - and changes where the effort should go.

05 When you fix it, will it stay fixed - or resurface in another form?
Treating the root cause is what stops the same problem returning wearing a different set of symptoms.

*If one of these hit a nerve, that is usually the problem worth scoping.
The first conversation is unhurried, exploratory, and on us.*

BOOK A CONVERSATION HERE

info@infusion-group.co.uk

Bespoke Consulting sits within a broader Infusion practice.

Depending on where you are, one of these may be the better starting point.

01 The Value Blueprint

VALUE ADVISORY

Our structured, bespoke journey that takes a capable business and makes it genuinely ready - to sell, to pass on, or to run brilliantly without you. Value built in the business, readiness built in the owner.

Best fit: established owners preparing for what comes next, on their terms.

02 The Freedom Framework

GROWTH & SCALE

Our proven six-pillar operating programme for established businesses that want to grow with structure rather than chaos. Strategy, leadership, operations and performance - sequenced so the business begins to run without the owner at the centre of everything.

Best fit: £1m to £5m businesses ready to scale on purpose.

03 Executive 1:1 Mentoring

A CONFIDENTIAL THINKING PARTNER

Long-term 1:1 work with Laura or Graham for founders, MDs, and senior leaders carrying the weight of complex decisions. A space to think clearly, plan deliberately, and lead with intent - without the noise.

Best fit: owners and operators who want a senior thinking partner.

| Nothing we do is off the shelf. Every engagement is crafted around you, your business, and where you are trying to get to.

A boutique advisory practice, run by the two people who do the work.



Laura Wheatley

PARTNER · CERTIFIED EXIT PLANNING ADVISOR

Laura is a born facilitator who draws the best from people and teams. After a decade in Financial Services leading multi-million-pound strategic change programmes - including building an award-winning Bid Services Team for a Top 5 Payments acquirer - she now partners with owners and leadership teams as they prepare their businesses for the next chapter.

Transformational Coach (Animas) · Master NLP Practitioner · GC Index Partner · DiSC Practitioner · CEPA



Graham Hardy

PARTNER · CERTIFIED EXIT PLANNING ADVISOR

Graham is a strategy, planning and operations specialist who spent over twenty-five years leading large, complex functions in Financial Services -including serving as COO of a restructuring division of a FTSE-100 bank through the 2008 credit crisis. He knows exactly what it takes to build, lead and prepare a business so that, when the moment comes, the owner has options.

Executive Coach (Henley Business School) PRINCE2 Practitioner · CEPA

START THE CONVERSATION

If a specific challenge in your business has been sitting unsolved, we would welcome an hour of conversation. No pitch. Just an honest read on whether it is the kind of problem we can help you get to the bottom of.

BOOK A CONVERSATION HERE

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