



THE FREEDOM FRAMEWORK

Self-managing. Built to last.

On your terms.

A practical operating programme for owner-led businesses ready to grow, perform, and scale without their owner at the centre of everything.

If you have built something real,
the next stage demands something different.



Growth came from you. Your energy, your decisions, your relationships. And it has worked. But there is a ceiling on that model, and most owners sense it long before they are ready to say it out loud.

The business performs when you are present. Decisions wait for you. Problems come back to you. The team are capable, but the business still runs through you rather than around you.

That is not a criticism. It is the natural consequence of building something from nothing. But it is also the thing that limits what the business can become, what it is worth, and how much of your life it owns.

— Laura Wheatley & Graham Hardy

PARTNERS, INFUSION

The Freedom Framework is what we built to change that.

It is a practical, evidence-based operating programme. Six interconnected pillars that install the structure, rhythm, and accountability a growing business needs to perform and scale without depending on its owner.

The result is not just a more efficient business. It is a business with real options. One that can grow, attract leadership, and, when the time is right, transition on terms you choose rather than terms you are handed.

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

Six building blocks for a business capable of running without you

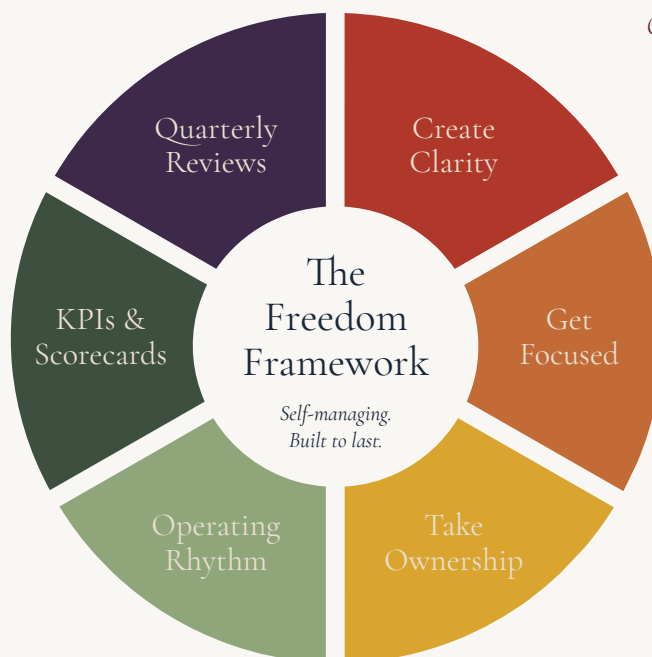
A structured, evidence-based programme that installs the operating system your business needs to perform at its best - consistently and without you at the centre.

TODAY

A business that depends on you.

TOMORROW

*A business that runs without you.
On your terms.*



01 Create Clarity

A full diagnostic across every part of the business to reveal where value sits and where the opportunities lie.

02 Get Focused

You define your personal goals and make sure the business plan serves them: a five-year vision, three-year milestones to stay on track, a detailed one-year action plan, and a 90-day plan with named owners - early wins that build momentum.

03 Take Ownership

Defined roles, scored accountability lanes, and clarity over who owns every key outcome.

04 Operating Rhythm

A repeatable meeting cadence that aligns the team, drives follow-through, and keeps priorities intact.

05 KPIs & Scorecards

The numbers that drive performance, identified and tracked every week through simple scorecards.

06 Quarterly Reviews

A structured 90-day reset to track progress, surface issues, and reprioritise what comes next.

| *Designed to embed lasting habits and sustained performance over time.*

A stronger P&L. A more capable team.
A business with real options.

O1 P&L optimisation and commercial review

Margins rebuilt and waste stripped out - a P&L that finally reflects what the business is capable of, and profit you can see landing month by month.

O2 Leadership team structure and development plan

A team that steps up - owning decisions, solving problems before they reach you, and growing into the leaders the next stage needs.

O3 Operational efficiency and process resilience

A business that runs on rhythm rather than memory - work flowing through systems and cadence, not through you.

O4 Growth strategy with clear milestones

A direction everyone can name, priorities that survive the quarter, and a 90-day plan that turns ambition into delivery.

O5 Freedom for the owner

Your time and headspace back. A diary you control, decisions that no longer queue at your door, and the space to work

THE RESULT

A business that runs without you. A leadership team that delivers. An owner free to choose what comes next - grow, step back, or transition on terms you choose rather than terms you are handed.

| *Self-managing. High-performing. Built to last.*

Six questions worth sitting with.

Sit with these honestly - the six questions we always start with.

01 Does the business run when you are not in the room?

If you stepped away for a week, would it function, decide, and deliver without you? If the honest answer is not really, the business is still dependent - and dependence has a cost.

02 Do your team know what matters most right now, and do they act on it?

Or do priorities shift depending on who you spoke to last? A business without clear, shared priorities is a business that runs on noise rather than direction.

03 When problems surface, do they come back to you?

If the answer is almost always, that is the system working as designed - just not as you need it to. Accountability that ends at the owner is not accountability. It is delegation in reverse.

04 Do you have a clear view of the numbers that really drive performance?

Not the P&L in isolation, but the leading indicators that tell you where the business is heading before it gets there. Most owners are watching the rear-view mirror.

05 Does your team operate to a consistent rhythm?

Or do meetings drift, priorities slip, and follow-through depend on who is chasing whom? A business without operating rhythm is a business that relies on the owner to hold it together.

06 Are you more operational than you want to be?

Growth should buy you freedom. If it has bought you more complexity instead, something in the engine needs to change. The Freedom Framework exists to make that change.

If any of these sat sharply, it may be time for a conversation.

The first conversation is unhurried, exploratory, and on us.

BOOK A CONVERSATION HERE

info@infusion-group.co.uk

If you are further along in your thinking,
there are other ways we work.

The Freedom Framework sits within a broader Infusion practice. Depending on where you are, one of these may be a 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 Executive 1:1 Mentoring

A CONFIDENTIAL THINKING

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.

03 Bespoke Consulting

HANDS-ON ADVISORY

Targeted work on a defined problem. A strategy reset, a leadership team realignment, an operational diagnostic, a value-readiness review. Scoped tightly, delivered properly, with full accountability for the outcome.

Best fit: business owners who want answers built for them, not pulled off a shelf.

| 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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