



THE VALUE BLUEPRINT

From where you are, to where you could be.

Worth more. Ready when you are. Transition on your terms.

A boutique advisory journey for established business owners ready to maximise value and prepare for what comes next - on their terms.

If you've spent a decade or more building something real, the question changes.



For years, the focus has been on growth. New clients. New people. New revenue. You've built something genuinely valuable, and that is no small thing.

But somewhere along the way, the question quietly shifts. It stops being *how do I grow this?* and starts being *what is this actually worth, and am I ready for what comes next?*

That second question is harder. It involves the business, but it also involves you. Most owners answer it on the back of an envelope, then live with the consequences for the rest of their working lives.

The Value Blueprint is our answer to that question. It is a structured, bespoke journey that takes a capable business and turns it into one that is genuinely ready. Ready to sell, ready to pass on, ready to step back from, or simply ready to keep running brilliantly without you at the centre of it.

It is the work we have been quietly doing for years, distilled into a method that pays for itself many times over in the value it unlocks and the choices it creates.

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

Laura Wheatley & Graham Hardy

PARTNERS, INFUSION GROUP

The Value Blueprint. A structured route from capable to ready.

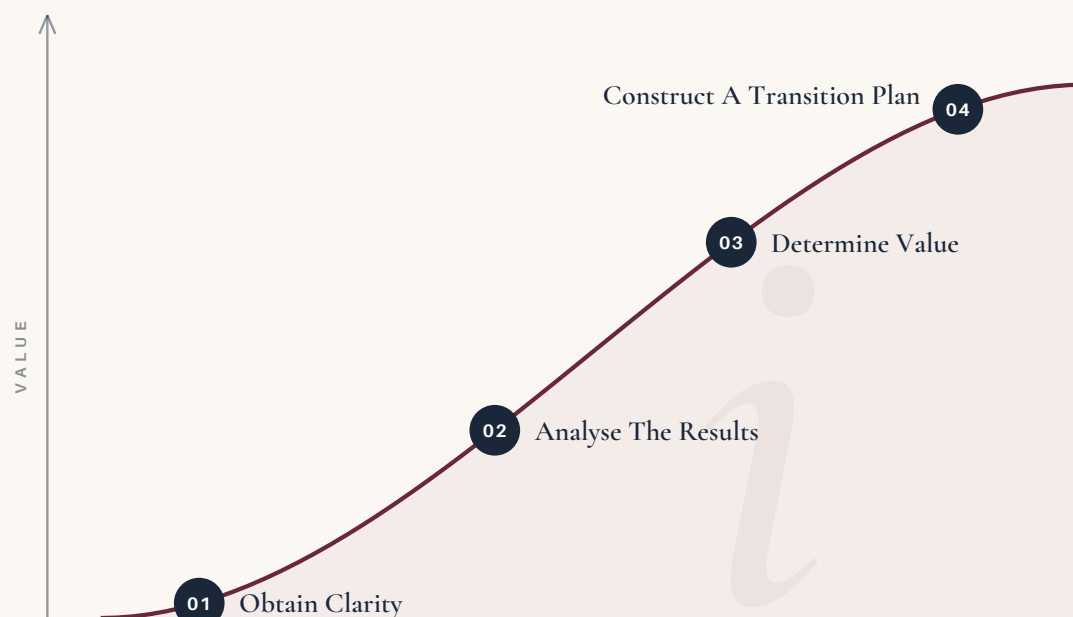
A bespoke four-step journey that builds value in the business and readiness in the owner.

FUTURE STATE

A business at peak value, built to run without you.

An owner ready to choose what comes next.

On your terms.



CURRENT STATE

A business unlikely to be fulfilling its true potential, and not worth as much as it could be.

01 Obtain Clarity

THREE HONEST ASSESSMENTS

An honest assessment of where value sits today. Each owner completes three diagnostics independently - personal readiness, business attractiveness, business readiness - with every score backed by evidence.

02 Analyse The Results

ONE EVIDENCED POSITION

The owners' scores are cross referenced, question by question. Variance is the signal, not noise, and every number is defended until one agreed position remains.

03 Determine Value

THE RANGE OF VALUE · THE VALUE GAP

An independent valuation and a best in class baseline place you in the range of value, and quantify the gap between what the business is worth today and what it could be.

04 Construct A Transition Plan

SIX PHASES · EVIDENCE BASED STAGE GATES

A future state transition plan in six phases, each closed by a stage gate that is independently validated before it closes. Sale, succession or step back - on your terms.

Where value is really made.
And where most businesses are not looking.

80%

of a business's valuation multiple is determined by the strength of its intangible capitals - not by what appears in the financial accounts.

Most businesses focus on improving profit. While earnings matter, they only drive the tangible 20% of value. The intangibles determine what multiple a buyer pays.

The real opportunity - what we call Value Acceleration - is to build the intangible capitals that turn a capable business into a premium, transferable asset.

THE 4 C'S

Human Capital

The depth and quality of your leadership team.
A business that develops great people independently of its owner commands a significantly higher multiple from buyers.

Customer Capital

The diversity, contractedness and stickiness of revenue.
Broad, recurring customer relationships held by the business - not by you personally - carry the highest valuations.

Structural Capital

The systems and IP that allow consistent, scalable delivery.
When how you work is codified and repeatable, the business becomes a transferable asset rather than a personal operation.

Social Capital

The reputation and brand that belongs to the business.
Accumulated trust in your name and promise is one of the hardest competitive advantages for any rival to replicate.

Value Acceleration
(INTANGIBLES)

80%

INTANGIBLE
CAPITAL

3x plus multiple

Accounting System
(TANGIBLES)

20%

TANGIBLE
CAPITAL

1-2x multiple

Financial statements

Most businesses spend their energy on the 20%. We help you build the 80%.

A business that is genuinely valuable.
*Genuinely transferable. And that no longer
depends on you to perform.*

One that stands up under buyer scrutiny. One that attracts the multiple it deserves. One that releases the wealth you have built - so it can finally do something for you.

THE PAYOFF *our clients experience...*

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|----|------------------------------------|----|--|
| 01 | A clear vision for life after | 06 | Clarity on route, buyer or successor |
| 02 | A validated valuation. Your number | 07 | Confidence on timing |
| 03 | A roadmap that grows your multiple | 08 | Certainty about post-transition wealth |
| 04 | A business that runs without you | 09 | Optionality. Transition on your terms |
| 05 | A transition-ready business | | |

THE RHYTHM

*Senior, partner-led throughout. Quarterly Value Reviews · Monthly executive sessions ·
Continuous access to Graham & Laura. Culminating in a formal Ready State Review.*

THE PRIZE

VALUE & OPTIONABILITY

A more valuable business · A ready owner · A transition on your terms.

A typical journey is 24 months, but we work at the pace that's right for you.

Five questions every owner should sit with before the offer arrives.

No salesmanship. Just five honest questions - the ones we always start with.

01 What is your business actually worth to a buyer, not to you?

Owner valuations and market valuations are rarely the same number. Knowing the gap is where the work begins.

02 Could the business run without you for six months?

If the answer is not really, the business is not saleable yet - and it is not freeing you either.

03 Do you know the difference between today's value and tomorrow's peak?

Most owners under-sell by 30 to 50% simply because they ran out of time, energy, or roadmap before the right buyer arrived.

04 Are you personally ready for what comes next?

The business can be sale-ready and the owner can still be unready. Both have to land in the same place at the same time.

05 When the offer arrives, will it be on your terms, or theirs?

Owners who lead from a position of readiness write the rules of the deal. Owners who do not accept the rules they are handed.

If any of these landed sharply, that is usually the moment a conversation is worth having.

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

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INFO@INFUSION-GROUP.CO.UK

If you are not yet ready for the full Value Blueprint, there are three other ways we work.

The Value Blueprint sits within a broader Infusion practice. Depending on where you are, one of these may be the right starting point.

01 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.

02 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.

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.

We do not believe in a one-size-fits-all approach. We build the conditions in which an owner can leave - on the terms they want, when they choose 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 anything in these pages resonated, we would welcome an hour of conversation. No pitch. Just an honest read on whether the Value Blueprint is the right next step for you and your business.

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