



THE  
CONSULTING  
LOUNGE

[WWW.THECONSULTINGLOUNGE.CO.UK](http://WWW.THECONSULTINGLOUNGE.CO.UK)



Where we are  
**TODAY**

## So the time to plan for your business future is now.

The changing world has made many of us reflect on what we really want from life and many people have decided that they want a better work-life balance or a more fulfilling career. Our offices and crazy commutes have been taken over by kitchen tables, sofa zooming and insulating garden sheds.

Whether we completely get back to being part of the corporate commuting madness, only time will tell, but I know most of us have either been dreaming of a new business or been zooming with colleagues or groups to communicate our thoughts, listen to experts or learn something new.

The Consulting Lounge provides guidance on starting a business or adapting your existing business so that you can continue growing.

I will provide you with:

### **Perspective:**

A different pair of eyes can offer solutions and open choices.

### **Focus:**

A set amount of time, without distraction means that everyone is focused saving time and money.

### **Resources:**

Tapping into different resources and new skills will expand your knowledge and facilitate development.

### **Mentoring:**

Setting a clear direction with a guiding hand and looking at measurable goals to create value.

### **Independence:**

You can trust that the advice is objective and not afraid to challenge.

### **Professionalism:**

A high level of advice, practice and governance.

# My services

## **Business Mentoring**

this can deliver significant economic benefits from just a small commitment of your time and resources. Building a sound relationship and understanding what drives you and your business whether you are just starting up or are already established - using a business mentor should not be seen as a sign of weakness but a positive asset to company growth and personal professional development.

## **Consulting**

by bringing The Consulting Lounge in on an hourly or weekly rate this enables us both to look forward to the bigger picture. I look from the outside in, understanding how you are running your company or as an established company, how management are interacting with each team member, observing the business and its competitors.

I can provide strategies to improve the current working ethos, and tools to keep to timeline. Neither you nor I are locked into full term contracts which is financially beneficial as its using all for you as it uses my talents for a period of time to keep you to your deadline.

## **Client Relationships**

as your Client Manager I can serve as a liaison between your company and its clients, ensuring excellent customer service and client satisfaction. Managing client relationships, developing account plans, and delivering proposals specific to your project, we can also explore a new brand or a new marketing arena. Let's make the public more aware of your business and bring in greater revenue.



**Don't sit down and wait for the  
opportunities to come -  
Get up and make them.**



### **Marketing**

businesses must adapt to reflect changes in the environment and make decisions about how to change the marketing mix in order to succeed. This process of adapting and decision-making is known as marketing planning. From market research and concept design to implementation I will take pride in helping to create dynamic, creative marketing concepts with you, so you are able to attract more customers.

### **Learning & Development**

I am very much about creating a learning environment where employees can continuously develop to be their best. Putting in place learning initiatives that enable you and your team to constantly evolve and develop is a huge part of upskilling your workforce, yourself and showing your need to keep them.

Learning is about much more than just attending courses. It is my job to identify the current and future skill requirements of yourself or each of your personnel and find a way (through digital and other means) to meet the diverse needs of the workforce and make you your team work to your true potential.

## **'A BIG BUSINESS STARTS SMALL' RICHARD BRANSON**

### **Strategic Development**

the objective of a strategic plan is to set the direction of a business and create its shape so that the products and services it provides meet the overall business objectives. The Consulting Lounge will define your growth strategy and access the resources you need to develop this area. In this area we will also look at your sustainability development whether it be online or offline, rethinking and re-educating yourself, your staff and also your followers or clients.



### **Project Planning / Management**

behind every successful project is a detailed project plan. A project plan needs to be detailed with a written overview of individual / defined areas within the workplace or specific professional's workplace projects. The plan includes information related to staffing, budgets, timelines, deadlines, goals and measurements. It also provides individual and group objectives and instruction on how each aspect of the plan is to be carried out. Much like a business plan which serves as a road map for how a business operates, a project plan provides direction on project implementation. A project plan not only identifies the staff members, vendors and contractors who will be involved in a project, it also sets clear definitions of each role. Each project serves the purpose of creating timelines and establishing deadlines for each phase of the project.

### **Business Plan**

in today's environment, a business plan is an entrepreneur's most crucial business development. No start up can achieve its goals, nor secure financing without a well presented and convincing business plan. We can work through your objectives, sales, strategies and financial needs, spot potential problems and ensure the right elements are there to launch your business and convince lenders and investors or your future production. For established businesses, it is always important to update and enhance your business plan to ensure you are still following your roadmap of success.



### **Social Media**

developing a social media strategy is such an important part of today's way of making sure that each of your campaigns is helping you get closer to meeting your marketing goals, gaining new customers and relating to your existing clients. After you have decided which channels you plan to use, you'll need to consider how often you plan to post, what content engages and how that influence makes you the market leader in your area. If you want to keep customers engaged and grow your following on these channels, you'll need to plan a strategy, consistently post quality content and amplify your brand and the only way to do this is to create a social media schedule. I can analyse your current marketing and identify with you, a way to ensure you are maximising your brand, gaining momentum and in turn, increasing your online presence and your revenue.

Which brings me on to.....

**Online Marketing**

these days, without an online presence, it can be hard to compete and grow your business. And that's where digital marketing comes in. It's so important to market your brand online, from reaching more people with less effort, to being able to measure and adapt your marketing to get the most 'bang' out of your buck.

**Branding**

setting up a brand guide, we can create your designs within the larger context of your business. Your company brand is its name, what it symbolises and the design which can be easily identifiable; your logo, mission statement, consistent theme throughout will help with positive marketing communications.

Your Brand is also you, therefore you need to show passion in what you do for your company, to be trusted. It is about first impressions.



**I never dreamed about success,  
I worked for it**

Estee Lauder

The need for many of us is to change, often focusing on technology-driven optimization as we move forward; but technology alone doesn't get you where you need to go.

I believe it is critical to enable change within yourself and incorporate learning & development, acknowledging your branding, streamlining your sales & marketing, and looking at your business planning.

I will work with you, unlocking the unique capabilities of your business, enhancing your brand in line with your goals and aspirations.

Let's exceed your expectations together.

Zoe

THE CONSULTING LOUNGE  
zoe@THECONSULTINGLOUNGE.CO.UK  
WWW.THECONSULTINGLOUNGE.CO.UK