



THE ACCORD PARTNERSHIP



With a high quality team and solid reputation built on an excellent track record, we have the confidence to invest **10 days free of charge** to provide an Initial Insight into key areas of your business

BE PREPARED TO
CAPITALISE ON
THE ECONOMIC
UPTURN

ACCORD SERVICES

Accord specialises in helping organisations to optimise business performance and has a track record of delivering substantial improvements by increasing sales, reducing cost-of-sale, delivering state-of-the-art customer service and creating excellent employee satisfaction. These performance improvement programmes are designed to meet the needs of progressive organisations that are striving to achieve and maintain leading status for their products, sales and service delivery. The cost of our involvement is always an order of magnitude less than the financial benefits that we work with you to deliver.

As businesses experience the effects of this serious economic recession, there will not be many looking to a brighter dawn - yet. This presents an opportunity to get ahead of the game. To do so, you need access to specialists with the necessary experience to prioritise where changes can be made now to deal with today's challenges and also provide the preparation to capitalise when recovery starts.

**Accord's insight and methodology
will help you take full advantage of the
economic upturn**

ACCORD APPROACH

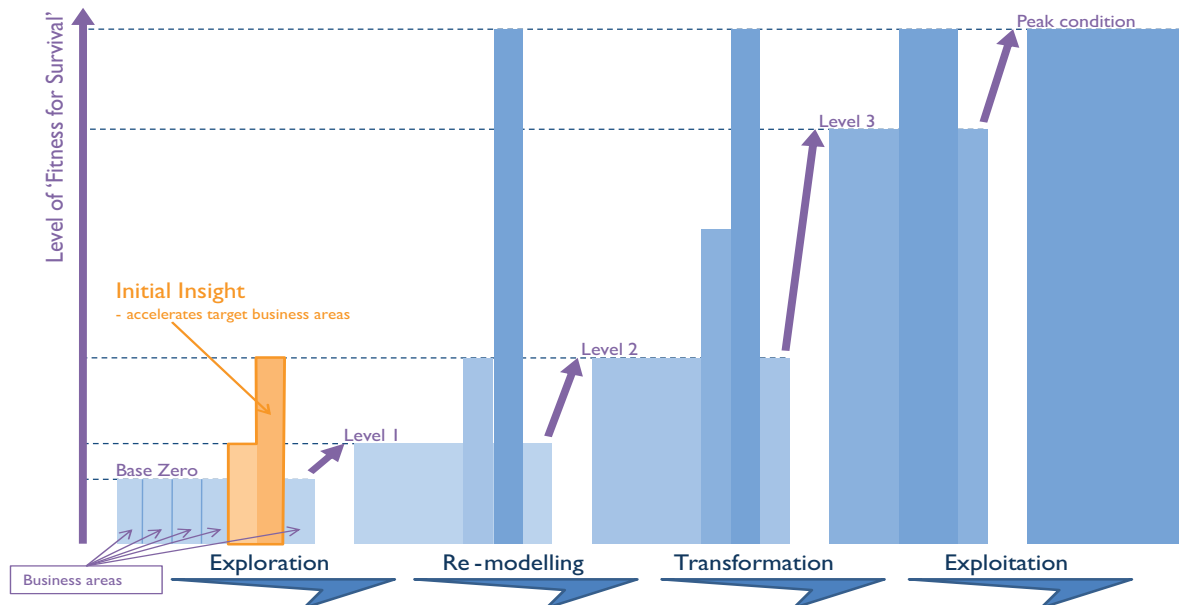
Accord can demonstrate a successful track record of delivering significant performance improvement with associated change programmes. Our high quality team includes experienced consultants who have had successful careers in industry and are IT, operational and project management professionals in their own right. We have a pragmatic, collaborative approach that is adaptable to meet the needs of different organisations and cultures with clear accountabilities and responsibilities that enable shared risk and reward arrangements. Accord cares about your business as if it is our own.

We work in partnership with you every step of the way to develop and implement appropriate strategic or tactical operating models. After validating the current capability and future direction, we identify any gaps to develop business cases that clearly define tangible, achievable benefits and then provide the planning expertise to ensure successful delivery. We don't restrict ourselves to just recommending standard solutions and strategies and are prepared to think outside the box to develop bespoke, innovative solutions that best meet your requirements.

There are four phases to our approach: Exploration, Re-modelling, Transformation and Exploitation.

QUANTIFIABLE BENEFITS

Accord can demonstrate the effectiveness of numerous projects that have been completed and are delivering significant performance improvement. In many cases, we have been able to identify additional cost savings in excess of £500K and up to £9M per annum (representing 40% of the operating budget), something that will make a real impact on margins now and more so when the economy revives.



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ENGAGING WITH ACCORD

We know that in 'these challenging times' the first targets for cost cutting are usually the consultants and contractors. However, Accord could be your key to the future through the provision of a successful change programme that delivers substantial performance improvement and the conditions for unprecedented growth.

Accord understands the issues of engaging with any consultancy and we have made it very easy to take the first step of engaging with us by taking cost out of the equation. To demonstrate our confidence in our own ability to deliver substantial benefits, we will carry out the Initial Insight into known / suspected problem areas at no charge – see the diagram below. The scope is constrained to one or two key areas and we will devote around 10 consultancy days within an elapsed time of approximately one week. If you like what we have done, we will agree with you arrangements that might secure our ongoing involvement to transform your business from its current status at 'Base Zero' to a goal status in 'Peak Condition' – which is synonymous with optimum performance – see the diagram below.

We are prepared to invest our time for the Initial Insight into your business – free of charge

NEXT STEPS

We hope you find this a compelling offer and that you would like to learn more. There's no obligation to take it further than the initial contact with us – but we would very much like to learn about your challenges and to demonstrate how we could work with your company. And if you are interested but have never worked with us before, then we would welcome the opportunity to provide references by putting you in touch with some of our current and previous clients.



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