

consulting services



www.eloquel.co.uk



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working with eloquel

we offer a range of services to help you and your team overcome pressing challenges and unlock fantastic opportunities for growth:

- ◆ brand building
- ◆ strategy development
- ◆ problem solving
- ◆ leadership partnering
- ◆ team facilitation
- ◆ interim support

we believe commercial excellence is simply “**doing the right things in the right way**”.

through our consulting services we'll support you in doing the right things for your business in the right way.

striving for commercial excellence never ends. **email us now to start your journey.**

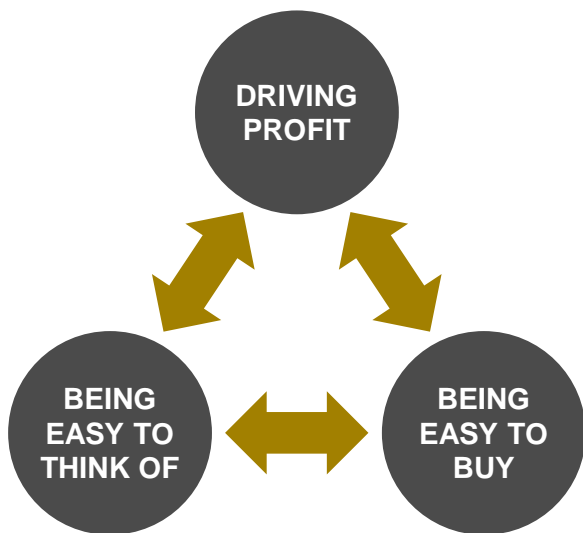


<< click to email us



brand building

our expertise will help you unlock new growth opportunities



As your **brand building partner** we make your brand easier to think of and easier to buy:

- **brand ideation:** ensuring a clear, credible and distinctive brand story that resonates with potential users
- **brand communication:** bringing the brand story to life with attention-grabbing content, design and assets
- **brand accessibility:** driving standout with the right offer in the right places at the right price

We work with you:

- to identify elements of brand ideation that are potential barriers to growth
- to discover insights to unlock new opportunities for growth
- to improve standout through design and visual identity
- to ensure the brand is available where it needs to be

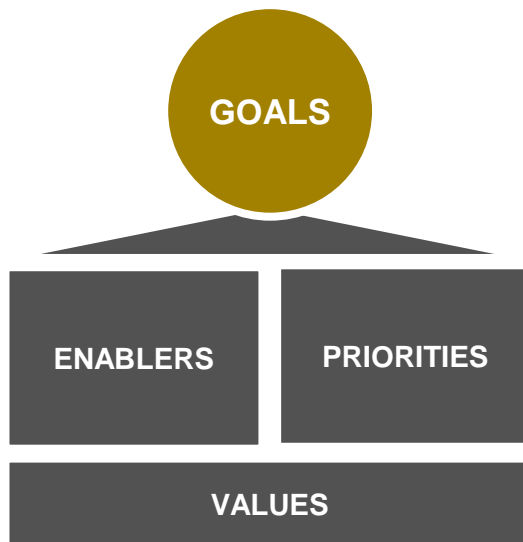
We offer an initial consultation at **no-cost** to understand how we can help.

Please email dave@eloquel.co.uk or call 07432 102302 to find out more.



strategy development

as your strategy partner we will help you create a clear, cogent and compelling strategy



As your **strategy development partner** we help you create a long-term strategy focussed on your biggest and best opportunities for growth:

- founded on your purpose and values
- based on your vision and ambition
- shaped by your ability to win

And that:

- captures smartly defined goals
- prioritises the most attractive opportunities
- identifies enabling capabilities

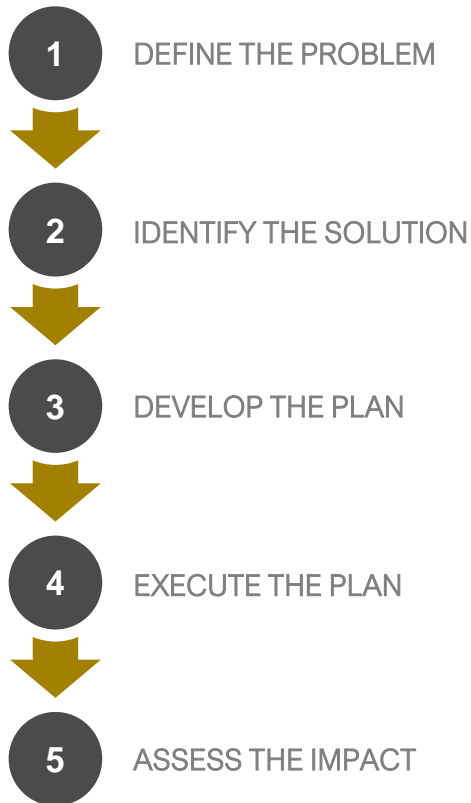
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problem solving

our structured approach will ensure you find relevant and practical solutions to key problems



As your **problem solving partner** we use our 5-step approach to help you understand then overcome problems with relevant and practical solutions:

- ensuring we are focussed on the real problem
- identifying and comparing possible solutions
- selecting the right solution
- creating a robust action plan
- driving execution
- measuring results

We lead the process for you:

- forming the right team
- defining expectations
- driving activities, capturing progress and updating key stakeholders
- implementing the solution

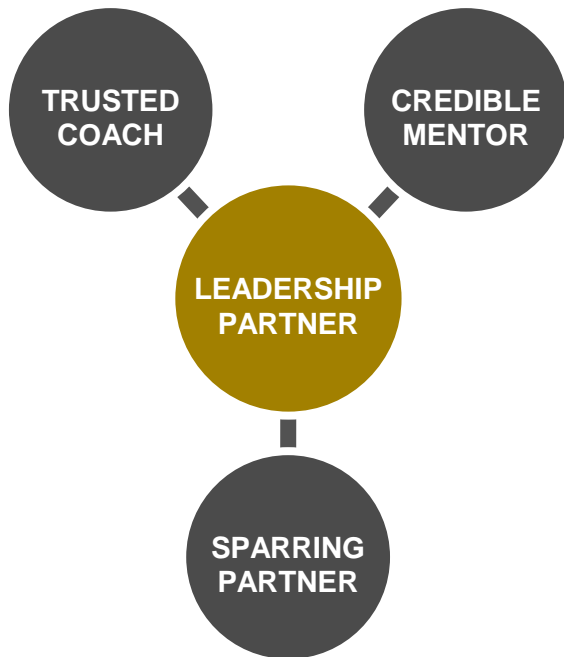
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leadership partnering

acting as coach, mentor and sparring partner we will help you solve issues, unlock opportunities and shape execution



As your **leadership partner** we're a trusted coach, credible mentor and candid sparring partner for you and your leadership team:

- as a **trusted coach**: someone with the skills to unlock ideas, shape goals and help detail goals into action
- as a **credible mentor**: someone with the experience and expertise to offer credible advice on ideas, strategy and action plans
- as a **candid sparring partner**: someone with the skills to enter into candid, challenging yet friendly discussion on issues and opportunities

We adapt our approach to what you need, offering support on either a regular or project basis:

- **regular sessions**: one-to-one sessions cycling through insights, strategy and execution to ensure you're focussed on doing the right things in the right way
- **project sessions**: sessions for you and/or your team to support specific projects or challenges

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team facilitation

as your team facilitator we will enable you and your team to focus on delivering key tasks



As your **team facilitator** we help you and your team to deliver key tasks by managing the process for you:

- letting you focus on the task
- helping you understand and shape what you need to do
- ensuring your team is prepared and focussed on the task
- driving the process and leading activities (meetings and workshops)
- managing the team's energy
- ensuring the team's alignment

We work with you:

- to frame the purpose, agree the process, and prepare the team
- throughout the process to lead activities, ensure the team's input, encourage discussion and debate, and agree the outcome
- to ensure the team's commitment to delivering the agreed outcome

We offer an initial consultation at **no-cost** to understand how we can help.

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interim support

as experienced and skilled operators we can step-in to lead functions, manage teams or deliver key projects for you

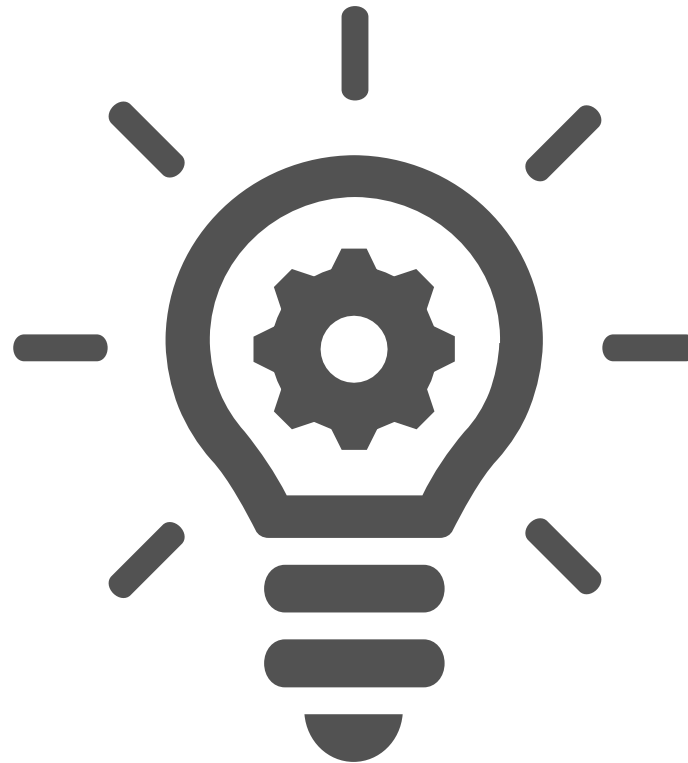


As **interim support** we have the commercial expertise to help you when you need it most:

- **leading functions:** establishing a new or taking over an existing function to build new capabilities, improve ways of working and set new standards
- **managing teams:** ensuring team members remain engaged and motivated to deliver key objectives during extended handovers
- **delivering projects:** alleviating pressure on the current team by assuming responsibility for leading key projects

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