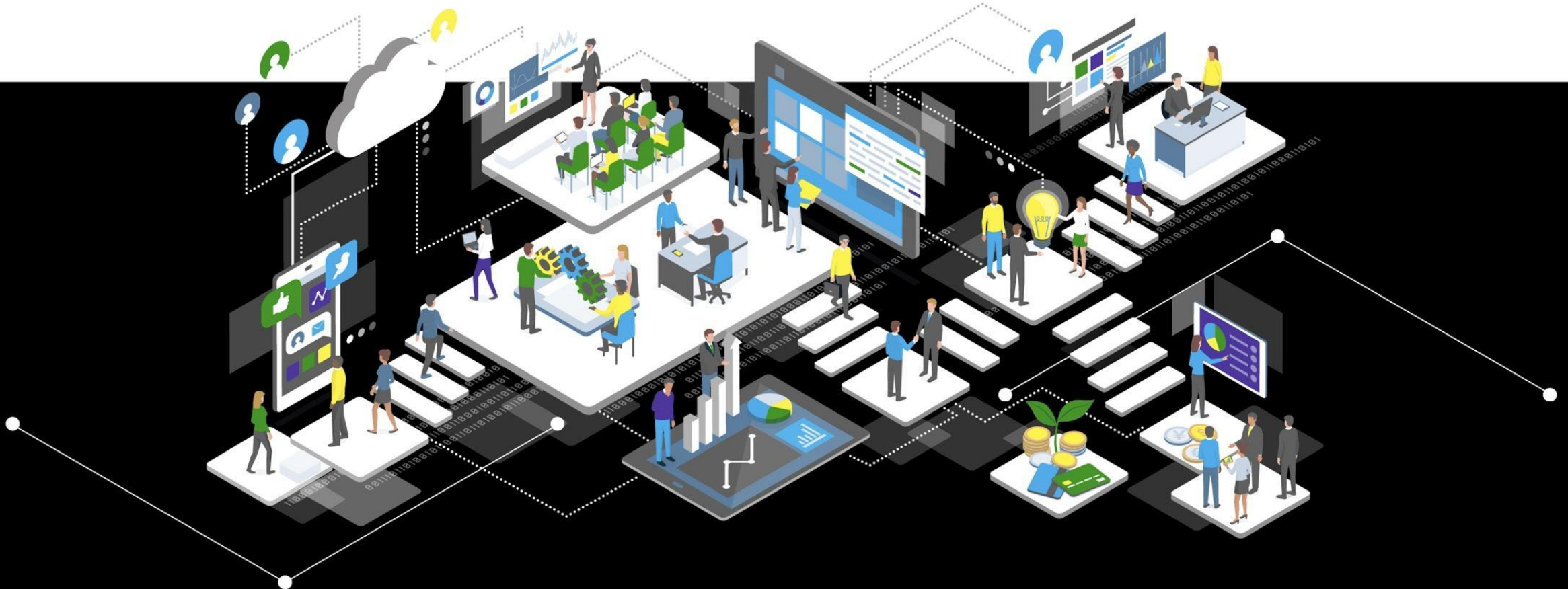




# So What Happens Now?

Your Business Plan is complete.  
What happens next on your journey?



## Your Business Plan is complete. So what happens next on your journey?

---

How will you tell your customers about your products and services?

–

What do you need in place to make your business run smoothly?

–

The Business Plan is completed but not sure how to implement it?

–

Is your product pipeline mapped out and does the product meet your customers' needs?

–

Not sure how to implement efficient and scalable operations?

Wondering how to build and maintain a culture that represents your brand?

–

Need help developing a brand that represents your company's values?

–

Do you want to create an eye-catching website but not sure where to start?

–

Clueless about Social Media and it's marketing power?

–

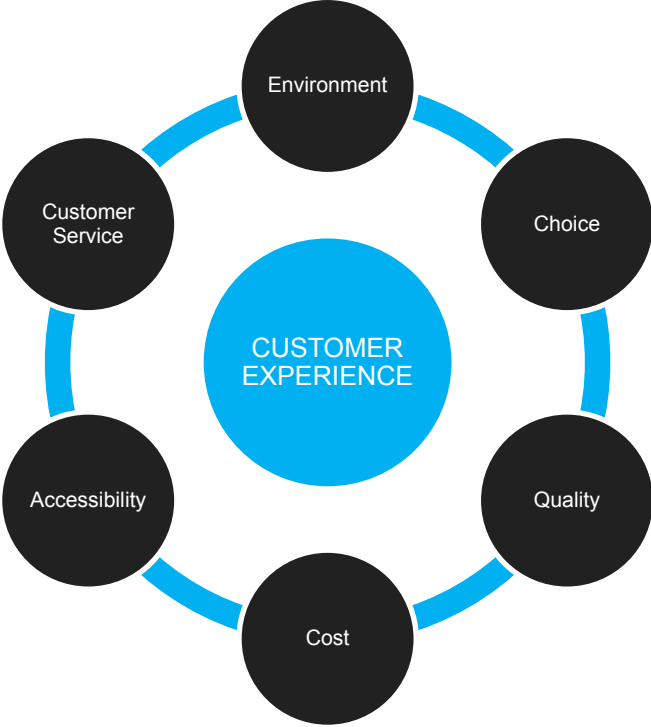
Could new technology support what you are doing?



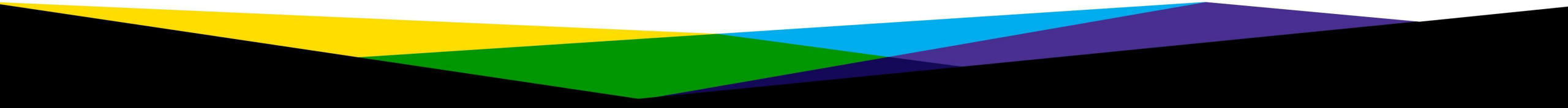
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 **READY TO GO?**

# Product Innovation



# ■ “DEVELOPING PRODUCTS & SERVICES”



# Brand & Marketing

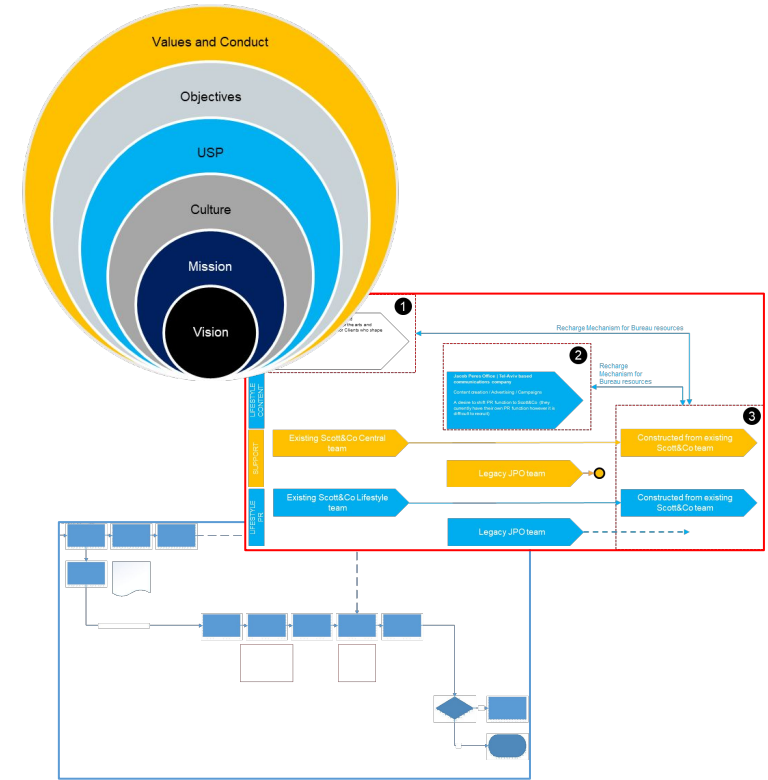
- BRAND TREATMENT**
  - ✓ Creation of a new logo and branding that reflects your company's vision
  - ✓ Creation of digital assets and stock imagery for use in promotions
- WEBSITE**
  - ✓ Development of a brand new website with targeted, relevant wording to reach your customers
- SOCIAL MEDIA**
  - ✓ Develop, implement and run your social media strategy as detailed in the business plan
- GOOGLE ADS**
  - ✓ Google AdWords strategy, key words and help to optimise
- COMMUNICATIONS**
  - ✓ Use delivery and training techniques to help implement approaches to ensure greatest impact and maximise ROI
- EVENTS**
  - ✓ Product and/or company launch events
  - ✓ Influencer Engagement events
  - ✓ Networking events to introduce your company to the industry



# “PROMOTING YOUR BUSINESS”

# Operations & Logistics

|                      |   |
|----------------------|---|
| STRATEGY             | <ul style="list-style-type: none"> <li>✓ A full strategic review at senior/board level to test and challenge direction</li> <li>✓ Evolve your company brand and USP to meet your wider desires and ambitions</li> </ul> |
| GOVERNANCE           | <ul style="list-style-type: none"> <li>✓ Governance structured from the top... from Managing Directors to working groups</li> </ul>   |
| PROCESS MAPPING      | <ul style="list-style-type: none"> <li>✓ Key processes assessed (variation, maturity and current metrics/KPIs)</li> </ul>   |
| SUPPLY CHAIN         | <ul style="list-style-type: none"> <li>✓ Identified priority processes and scheduling for redesign activity</li> </ul>  |
| TECHNOLOGY           | <ul style="list-style-type: none"> <li>✓ Technology assessment, driven by your customer interactions and experiences</li> </ul>   |
| PEOPLE STRATEGY      | <ul style="list-style-type: none"> <li>✓ A comprehensive view of your people strategy leveraging Aurora's unique seven pillars approach</li> </ul>  |
| COACHING & MENTORING | <ul style="list-style-type: none"> <li>✓ Executive Coaching for you</li> <li>✓ Business mentoring for your team</li> </ul>  |
| ORGANISATION         | <ul style="list-style-type: none"> <li>✓ Your organisational structure (today, tomorrow and vision 2021) fully mapped</li> </ul>  |



“RUNNING YOUR BUSINESS”

|  |                                 |   |
|--|---------------------------------|---|
| <b>Product Innovation</b><br>"Developing your products and services" | <b>Product Portfolio</b>        | ✓ Product pipeline review and forward planning. Modular services and pricing applicable to your business  |
|  | <b>Ideation</b>                 | ✓ Identify new ways to differentiate your product in the market   |
|  | <b>Market Research</b>          | ✓ Market research of new trends and customer demands  |
|  | <b>Client Experience</b>        | ✓ How do your customers interact with your products and services? We'll help you embed Client Experience across your entire business.                               |
| <b>Brand &amp; Marketing</b><br>"Promoting your business"            | <b>Brand Treatment</b>          | ✓ Creation of a new logo and branding that reflects your company's vision. Creation of digital assets and stock imagery for use in promotions                       |
|  | <b>Website</b>                  | ✓ Development of a brand new website with targeted wording to reach your customers  |
|  | <b>Social Media</b>             | ✓ Develop, implement and run your social media strategy as detailed in the business plan  |
|  | <b>Google Ads</b>               | ✓ Paid advertising on Google AdWords  |
|  | <b>Communications</b>           | ✓ Use delivery and training techniques to help implement approaches to ensure greatest impact and maximise ROI  |
|  | <b>Events</b>                   | ✓ Product and/or company launch events. Influencer Engagement events. Networking events to introduce your company to the industry                                   |
| <b>Operations &amp; Logistics</b><br>"Running your business"         | <b>Strategy</b>                 | ✓ A full strategic review at senior/board level to test and challenge direction. How to evolve your company brand and USP to meet your wider desires and ambitions. |
|  | <b>Governance</b>               | ✓ Governance structured from the top...from Managing Directors to working groups  |
|  | <b>Process Mapping</b>          | ✓ Key processes assessed (variation, maturity and current metrics/KPIs)   |
|  | <b>Supply Chain</b>             | ✓ Identified priority processes and scheduling for redesign activity  |
|  | <b>Technology</b>               | ✓ Technology assessment, driven by your customer interactions and experiences   |
|  | <b>People Strategy</b>          | ✓ A comprehensive view of your people strategy leveraging Aurora's unique seven pillars approach  |
|  | <b>Coaching &amp; Mentoring</b> | ✓ Executive Coaching for you. Business mentoring for your team.   |
|  | <b>Organisation</b>             | ✓ Your organisational structure (today, tomorrow and vision 2021) fully mapped  |

**■ IN SHORT, WE'RE HERE TO HELP**



**We don't operate like a normal consultancy, we focus on honest advice, using real-life examples and experience to drive real value.**

**JIWAN LALY**  
Managing Partner

## YOUR BUSINESS GOALS, OUR BUSINESS KNOWLEDGE

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We're a London-based boutique consultancy with global reach.

–  
With decades of real life business and technology expertise, we're by your side to help shape and deliver your biggest business ideas.

–  
Former financial services' leaders rather than consultants, with decades of experience across all customer segments and spanning functions including COO, strategy, technology, change delivery, sales and risk

–  
We help businesses shape their strategic vision by partnering to define their future – mission, objectives, values, culture and operational leadership.

–  
We deliver change across technology, process, operations, and people applying rigorous governance, planning and structure.

–  
Our team combined with the latest strategy and technology tools can help shape and deliver your biggest business ideas effectively.

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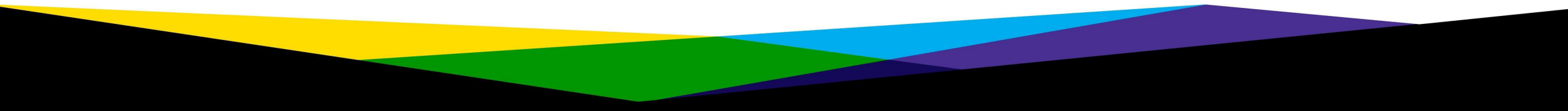


**The Aurora team harnessed their big business experience and applied it to help shape our vision, goals and direction. Aurora don't feel like consultants... from day one they've been an extension of my team.**

–  
**ANNE MORRIS**  
Founder and CEO  
DavidsonMorris Solicitors



# WHY WORK WITH AURORA?



“

**Walking into work thinking about my business differently today... thanks to the team at Aurora.**

—  
**JEREMY ARNOLD**  
Managing Director  
ArnoldDaSilva

”

“

**The Aurora team harnessed their big business experience and applied it to help shape our vision, goals and direction. Aurora don't feel like consultants... from day one they've been an extension of my team.**

—  
**ANNE MORRIS**  
Founder and CEO  
DavidsonMorris Solicitors

”

“

**The Aurora team have a genuine interest in helping my business succeed... a breath of fresh air in the Small Business space**

—  
**JAMES ALDRIDGE**  
CEO  
Aldridge Landscape

”



**We believe the small business community, regardless of size, deserves better advice - honest, informed, tailored. Just because you only have a small team doesn't mean you should be excluded from strategic and process advice and guidance**

**MATTHEW BENHAM**  
Managing Partner

## **CLIENT TESTIMONIALS**