



How to Win in Business!

For over 25 years Euro Access, and its associated company Access Your Potential, has been delivering quantifiable benefits to its clients. Clients ranging in size and type from start-ups to multinationals, from single owner entrepreneurs through cooperatives to publicly listed companies. We have worked in both the profit and not-for-profit sectors, and with government and semi-governmental institutions in both the UK and continental Europe.

Quantifiable benefits have been delivered to clients in the following areas:



➤ **Funding packages:** Euro Access is a market leader in grant funding with £93 million accessed for clients in total, and over £26 million since 2008.

➤ **Strategic direction:** Whatever the size of the business, a clear vision, goals and delivery strategies are essential. Working with clients as a key team member, our staff have played a vital role in helping to elicit and

implement these strategies. Strategies that then drove both company growth and, often, were part of a successful funding strategy.

- **Human capital:** We have found that the development of effective and well led staff teams are core drivers in profitable and sustainable growth. Throughout our 25 years, we have enjoyed the privilege of long-term relationships with many of our clients, sometimes extending for well over 10 years. During these long-term relationships we have helped recruit, train and coach these teams, working with both individuals and in groups.

The economic and financial shocks delivered to the business sector since 2008 have only served to underline the fundamental importance of these three pillars. It is also

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clear, given the changes that are occurring in the availability of grants, that this pillar will become increasingly problematic in the future. This fact will underline the critical importance of our expertise and track record in this area.



However, this change will also serve to emphasise the fundamental importance of the other two pillars. Without clear strategies as a focus to engage the staff team, the next 10 years will be extremely challenging. In contrast, the ability to develop well defined strategies delivered by an effective staff team will enable companies to seize the major opportunities that times of constraint and economic uncertainty present to the purposefully directed business.

We remain committed to be a market leader in funding issues, whilst significantly enhancing our capabilities to deliver personal and team development as a means of strengthening our client's capacity for growth and sustainable success. The chosen method of delivery will be through coaching and mentoring - both at a personal level with business leaders and with corporate teams. This approach can deliver the following benefits:

Personal:

- ✓ Improvements in performance and achievement of targets and goals.
- ✓ Increased openness to personal learning and development.
- ✓ Helps identify solutions to specific work-related issues.
- ✓ Gives greater ownership and responsibility.
- ✓ Develops greater self-awareness.
- ✓ Gives greater clarity on values and objectives.

Organisation:

- ✓ Allows full use of individual talents and potential.
- ✓ Demonstrates commitment to individuals and their development.
- ✓ Gives higher organisational performance/productivity.
- ✓ Increases creativity/learning/knowledge.
- ✓ Intrinsically motivates people.
- ✓ Facilitates the adoption of a new culture/management style.
- ✓ Improves relationships and communication at all levels.

Return on Investment

We have built our 25-year success record by delivering quantifiable benefits to our clients - an explanation of both our long-term relationships and stream of referrals. In coaching/mentoring results are more difficult to measure, however we still achieve measurable results in terms of engagement, retention, a reduction in absenteeism and bottom-line results. We commit to a clear contract with:

- Agreed rules of engagement.
- Agreed measures of success.
- Clearly defined roles for the coach, client and sponsor and confidentiality.
- The number and length of individual coaching sessions. Agreed feedback methods to the sponsor and organisation.
- Agreed methods for the evaluation of the coaching programme.

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