



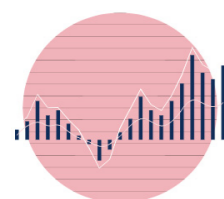
# lindsayfaller

Business Strategist for the Creative Industries



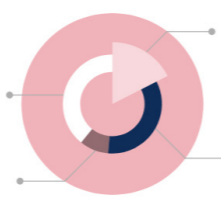
Below is a breakdown of services that can be provided on an individual basis, combined to meet your needs. Engaged together they create a coherent approach to running your business. I am happy to work with you in areas where the company would feel the most benefit.

Each process is developed and implemented collaboratively with the owner/founder(s) and senior management teams. It is my mission to help your business become both a fulfilling creative endeavour and a successful commercial venture.



## Budgeting + Forecasting

We will compose a plan to manage and control the income and expenditures of the company for a fixed point of time (usually a year). This helps with financial planning and keeping a finger on the pulse of the business. We will create and monitor your incoming and outgoing financial projections for the business, which helps predict where the company will be by the end of the period.



## Fee Calculation + Negotiation

We can obtain a full understanding of your costs and overheads to ensure fees generated can sustain the business. Taking into consideration the wider strategy for the financial goals of the business, and based on where the business currently sits in terms of the market, we can use this process to negotiate better fees for work delivered.



## People Management

Managing teams and individuals is one of the hardest parts of running a business. Ensuring that your people are challenged, motivated and engaged is a tough but rewarding experience. We help you do this by digging into your company culture, understanding gaps in terms of progression within the business, and together creating a company that retains people who are dedicated and thriving.



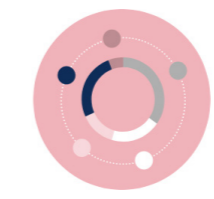
## Business Strategy

We develop, articulate and implement your business goals, which are the backbone of any company. Strategy acts as a the roadmap to the long-term goals of any business. Together we can work out where you want to go, and how to get there with clarity and insight. I will manage the process along the way.



## Financial Strategy

We think through and plan bigger-picture financial strategy for the business, combining long term goals with existing opportunities. The service also includes monitoring financial performance of projects and teams to see detailed profitability information. We think dynamically but also pragmatically about what the business is able to do now and into the future.



## PR + Marketing Strategy

A compelling PR and marketing strategy can play a key role in developing awareness around your company. PR doesn't have to be superficial; instead, it can be one of the most effective methods to communicate and relate to your industry and audience. By defining your strategy, we can position your offering thoughtfully, whilst also generating interest in your projects. We can enhance your business's external image and create a consistent tone of voice, which all can lead to additional revenue via brand awareness.



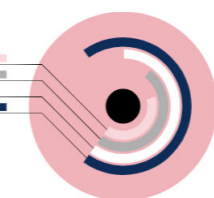
## Company Structure

A successful organizational structure defines the role for each employee (including the Directors) and how it fits within the overall vision for the company. This structuring provides your company with a clear visual representation of how it is to be shaped, any potential gaps, and how the business can best move forward in achieving its goals.



## Growth

Growth can be in terms of team size, revenue, or your reputation within your industry. Whichever way you want to grow, it will tie in with your overall business strategy. I can help you create a growth plan that meets your definition of growth, and set it in motion. Growth naturally takes time. I can be there to support you along the way.



## Purpose + Mission

Together we define the business's purpose and mission. They become the lodestar for the company, against which all current and future decisions are weighed. The mission minimises distractions and helps your company reach its goals. Businesses without purpose and mission will often stagnate, which leads to frustration, declining employee engagement and productivity. Plus it feels good to know what you're working towards in life!