



Bringing Your Future Forward to Now



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"Ewan's ability to get to know not just the workings of a business, but also the personalities of the team has allowed him to work with me and some key employees to find more efficient and effective working practices both internally and when working with clients. As such we are already making noticeable financial savings and have increased working capacity within the business.

I cannot recommend Ewan enough to business owners who want their business to run better, to make more money and to enjoy life a bit more."

Alun Joseph
Managing Director, DTP

About us

At Castle Strategy, we understand the complexities that arise from running a business can often curb your initial enthusiasm and hinder the businesses' optimal performance. Creating and maintaining a business is only half the challenge. In today's world a business needs to function and thrive alongside equally important personal needs.

We offer an innovative approach to business, one which allows business operations to thrive alongside your personal commitments and needs. Whether it is a reduction in your work hours to reduce stress or the introduction of cost-effective automated systems to improve business efficiency, our Castle Strategists will help you achieve it.

At the crux of our strategy is increasing the momentum and pace at which your business operates. Our accelerated strategy is aimed at achieving an ambitious growth plan that improves business efficiency and operational processes and systems. Simplifying the operational aspects of your business allows more time to dedicate to implementing growth strategies that increase and maximise your profit. Our Castle Strategists adopt a personalised approach tailored to the needs of your business. We work alongside you, as a team to help define your goals and objectives. These are then measured against predetermined indicators to track progress and ensure targets are met and strategies refined. Your success is a continuum as you achieve and strive towards new goals all the time. Our Castle Strategists will equip you with skills and knowledge to strategically manage your business based on the tools we provide. Years after our service, we are confident that your business will continue to flourish whilst maintaining that delicate work-life balance that is so crucial to your existence.

Ewan A Menzies

Founder and Managing Director





"Ewan is currently working with me to expand and move my business forward. This is one of the the best business decisions have made in 4 years and has been worth every penny of the investment.

Ewan's experience and business knowledge combined with excellent people skills and teaching ability have certainly been an asset in keeping me focused and helping me look with fresh eyes at the way I work.

I would highly recommend Ewan to any business owner looking for a business consultant who understands the challenges of a small business and will sympathetically challenge and inspire."

Rachel Roden
Business Owner, Roden Associates

Who we work with

We typically work with businesses with an annual turnover of £500,000 to £3 million operating with between 10 – 50 employees. Our breadth of experience allows us to work with clients from a variety of service industries. With the business acumen we have built along the years, we can apply our expertise to add value in every industry.

How we work

Client oriented

Our services are centred on you and your business needs. We believe that business owners are best placed to identify the strengths and weaknesses of their enterprises. Our client oriented approach places you, the business owner in control. Our Castle Strategist will hold an initial 'profiling and assessment meeting' with the Managing Director or Founder to clarify your goals and understand the bottlenecks limiting growth and efficiency.

Team oriented

We understand that your team is your most important asset. Therefore, we have adopted an inclusive and integrated approach to involve your staff in capacity building. We encourage participation from all members to improve on business aspects such as productivity, HR and motivation. Creating a team environment increases collaboration which contributes to a successful business.

Business tools

We have developed a range of business tools to enhance the implementation of your business strategies. At the start of our meetings, you will be presented with an 'executive project list', an action oriented plan that helps to monitor and track progress. This will be hosted on a cloud space to enable you and your strategist to remain accountable. We have also developed workbooks, PowerPoint presentations and templates to provide additional support.

Remote support

Our Castle Strategists are here to meet your business needs. At your convenience we are easily accessible via phone and email.

Case study #1



Client: DTP Ltd

Industry: Digital printing

Brief: DTP Ltd is a digital printing company based in Edinburgh. The company began in 1983 as a high street photo lab. However, in 1994 it branched into digital printing to keep up with new market trends. DTP is a family run business headed by Alun Joseph.

“Prior to working with Castle Strategy, our company was facing a number of challenges. As the MD, I never found enough hours in the day. There was always too much to do and too little time.

We also had a number of inefficient or non-existent systems across our finance, HR, operations and customer care teams. This adversely affected our business. In the last few years, we had to let go of a number of employees. The redundancies affected the entire team, motivation and morale was at an all-time low. We contacted ‘Castle Strategy’ to help us overcome these challenges.”

We worked with DTP to overhaul their existing business structure and improve their operational systems. Some of the key changes we introduced are:

Strategic planning

An overall company vision was lacking which meant that DTP had no clearly defined short-term or long-term goals. Working with the team, we drew up a number of goals to give the company direction. Each team member was encouraged to participate in this exercise. This boosted their morale and motivation as their contributions meant that their opinions were highly valued by the company.

During our midterm review, DTP reported that the team has in fact taken greater responsibility of the company due to increased collaboration which fostered team spirit.

Management

We introduced a ‘performance dashboard’ to actively gauge the progress and performance of the company and individuals towards

the agreed goals. The projection of performance allowed the MD and management team to make informed decisions on the ‘next steps’.

Business efficiency

A number of new systems were introduced to improve the efficiency of business operations. The introduction of a new ‘proofing’ system freed up an estimated 120 work hours a month.

Reduction in work hours

As a direct result of improved business systems, the entire team was able to work more productively. The fully functional system meant that the team had more time to handle additional tasks. The MD was thus able to delegate operational tasks and focus on more strategic matters. In addition, overall profitability was enhanced which allowed for the appointment of a new ‘customer account manager’ further reducing the MD’s workload.

Identification of new target markets

We conducted market analysis to identify new clientele for potential growth. Alongside this, we designed a number of strategies to win new business and retain existing clients.

Improved communication

We introduced regular meetings to improve communication within the company. These were held by each strategic cohort such as the shareholders, management department, overall team as well as individual meetings.

Case study #2

Client: basketballscotland

Industry: Sports

Brief: basketballscotland is the National Governing Body for basketball in Scotland and is headed up by CEO Kevin Pringle. It encourages participation in the sport within the Scottish community.



*“As the CEO of **basketballscotland**, my work hours were in excess of 60 a week. Instead of making executive decisions to push forward engagement in basketball, I was fire-fighting. Our business systems were inefficient which added to the stress. We also needed to broaden our network and engage with more organisations that could help us increase participation in the sport.”*

We worked with **basketballscotland** to simplify and improve their business operations, increase income generation and broaden their network to support their goal of increasing participation in the sport. Some of the key changes we introduced are:

Business efficiency

We introduced a number of key systems to reduce the time and stress it took to complete tasks. This has saved the organisation an estimated 5000 hours. Pressure on the team was reduced which allowed for more time to work on other crucial areas.

Work/life balance

The introduction of efficient business systems resulted in reduced stress and a better work/life balance. The systems freed up time within the staff which allowed the CEO to delegate tasks to the team. This resulted in reduction from a 60 to 40 hour work week. Additionally, the CEO is now able to focus on more strategic matters.

Networking

Through the years we have built a great number of business relationships and contacts who have now been able to assist the organisation achieve their goals.

Strategic planning

We designed and assisted the team to implement a range of new strategies to increase participation in the sport.

Income generation

We designed and delivered sales training for regional officers which saw a £30,000 deal closed within a month. Further work put in place a sponsorship strategy that is now generating over £27,000 a year.

Business advisory services

As part of our business advisory services, we provide independent and impartial advice to the CEO. This has been invaluable in supporting the CEO with sensitive and complex matters.

A man in a white shirt is drawing on a whiteboard with a white marker. He is looking at the board. A woman with blonde hair and a man with dark hair are looking at the board. The woman is smiling slightly. The man is looking intently. The whiteboard has some faint lines and markings on it.

"Ewan has brought an experienced and knowledgeable viewpoint and has challenged much of our thinking. He has encouraged us to look at how we operate with a fresh perspective and given us a new direction with which to grow and further develop the company.

We have learnt a great deal from working with Ewan and have no doubt that we will continue to work with Castle Strategy in the future."

Anna Young
Tourism Executive, Visit West Lothian

What we do

The role of your Castle Strategist

Your Castle Strategist plays a number of key roles to support your business.

Business advisor

Your advisor adds significant value to your business by identifying new strategic opportunities for growth. An assessment is conducted to evaluate your current business operations. These are then evaluated against your company vision. Working together with you and your team, recommendations are made and implemented to achieve these goals.

Business trainer

Your 'trainer' will deliver high-performance training to equip you and your team with the necessary skills and knowledge to implement your new strategy. These trainings range from 'creating an autonomous team', 'providing outstanding customer care', 'principles of a successful business', 'profit maximisation' and others.

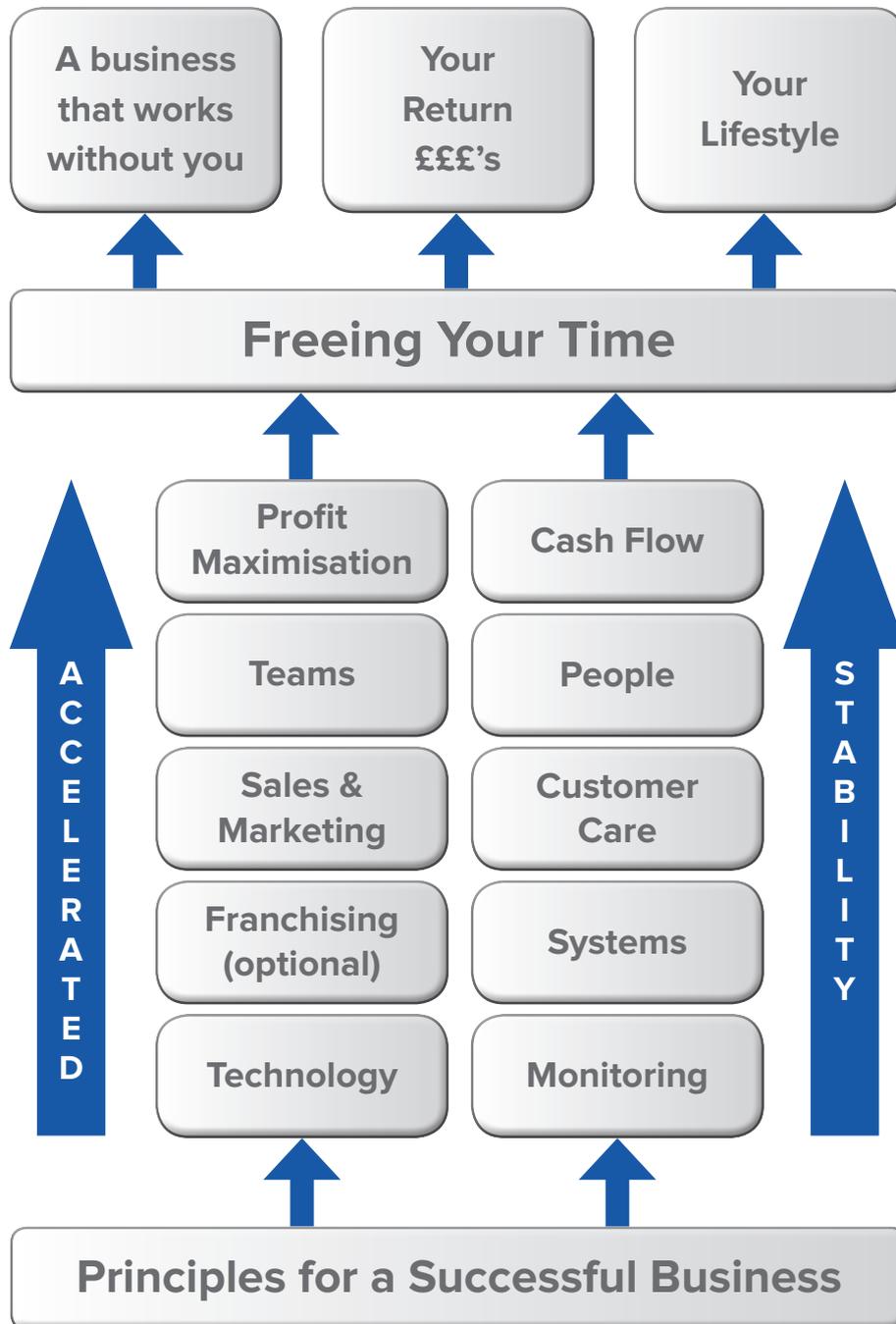
Business coach

Your 'coach' works from an insider/outsider perspective, asking intelligent questions to find solutions to problems in less obvious areas. The coach plays a critical role which impacts on the productivity of the business. These range from creating a sense of ownership and accountability within the team through boosting morale and motivation and instilling confidence in decision-makers.

Business consultant

As a 'consultant' we take a lead role in enabling your business to define new strategies for success. We encourage your team to take responsibility of tasks to ensure ownership, accountability and team building. By building their capacity we ensure that continuous progress is made beyond the life of the consultancy.

The Castle Strategy Journey



Contact us

If you would like to hear more about the Castle Strategy Journey and see what we can do for you and your business please do contact us today. We look forward to hearing from you.

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