

Rocket powered business advice.



At Wilson Partners, we recognise that through our diverse client base we're incredibly privileged to work alongside some incredible entrepreneurs and learn from the innovation and metrics that sit behind their success.

From day one we have looked to harness those relationships and use it to our clients' advantage, regularly asking ourselves 'how can we add value to our clients'. A question that is still rooted in the day to day running of our business and has become entwined in our own strategy. It is why we have invested heavily in systems and practices which allow us and our clients to be their best selves, make great decisions and ultimately achieve their goals faster.

Harnessing people and experience

As well as a keen focus on adding value to our clients, we've always invested in our people. Through internal mentoring and our in house training academy - 'Thrive' - we're dedicated to ensuring our client advisers are fully equipped with a knowledge base that is second to none. Coupled with a commercial understanding of what day to day business is really like, driven through our own client experiences, we 'get' you. We understand what keeps you awake at night and we're here to help.

Harnessing technology

The advice we give is only as good as the numbers, which is why we're continually looking at new technologies to provide the highest level of financial reporting and forecasting. This enables us to drill into the minutest data to understand the nuances in your business. In 2018 we launched ON.TRAC, an insights based tool enabling us to identify strengths, weaknesses and opportunities within your business.



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De-risking your decisions

Today, ON.TRAC has become the process that we work through with our clients - providing not only the ability to identify opportunities, but also to explore multiple business scenarios to forecast the impact on your bottom line and the wider business. We can reframe those burning questions that are on your mind day in, day out, providing the answers, questions like:

- What will happen to cashflow if I take on that contract?
- What will happen to my bottom line if I ditch that client?
- What if I increase my workforce by 20%?
- What if I increase my prices by 2%?
- How can I exit the business in 5 years?
- Who else do I need in my business to hit my goal?



The 7 key numbers

There's so much to understand when looking at the numbers, so we simplify the process and focus on 7 key numbers that are fundamental to your success. We believe that by helping you understand these numbers and their drivers, you will have the clarity to make bigger and better decisions:

1. Revenue Growth
2. Gross profit percentage
3. EBITDA Percentage
4. Revenue per employee
5. Core cash target
6. Cash days
7. Business return (*are you getting enough for your effort*)



Developing a strategy

Whilst we make the decision process much easier, the key is making it happen. With our ongoing advisory service, we empower you to act on those decisions, helping you develop a strategy, setting clear benchmarks. We will regularly challenge you, we will keep you focussed, and we will make sure you're spending time ON the business. All the while creating a clear path to achieving your goals faster. Whether we see you fortnightly, monthly or quarterly we keep a close eye on the numbers and we're relentless in our pursuit of your success.

“During our first session, we spent more time focusing on gross profit and revenue per head, as opposed to topline revenue growth, which was initially a surprise to us. The results however were astounding. We couldn't quite believe the overall impact a few small percentage point changes with regards to gross profit, (without any topline growth may I add), would have on both our net profit and cash position. We almost fell off our chairs!

The process really helped to validate a strategy we'd been toying with for a number of years and these sessions gave us the confidence to pull the trigger and pivot our ongoing strategy to accommodate. Off the back of these sessions, we've been able to create a clear recruitment strategy, which we're confident now, will help us to build a more profitable and sustainable business for the long term!”

Rebecca Halifax, Tech City Labs



If you'd like to talk to us, please don't hesitate to get in touch.

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