

Improve & Grow

Coaching and consulting



Welcome

At Smarta, we aim to do two things:

- Help you, your team and your organisation improve
- Help you, your team and your organisation to grow

We do this through one-to-one coaching and developing strategies to help you meet your business objectives.

Our coaches and consultants are experienced entrepreneurs – we've been there and done it and are still doing it!

We have started a number of companies over the years, including Transmit Startups, the UK's largest provider of Start Up Loans.

We like to think that we aren't your typical coaching or consulting business. We like to do things a little differently. We don't wear suits. We avoid pointless business jargon. We **never** tell you what to do – we are here to advise, not dictate.



The reFOCUS System™



The reFOCUS System™

Are you...

- Feeling the 'growing pains' of building your company?
- Too bogged down in the day to day, and not spending enough time on the important things?
- Generally feeling overwhelmed at times?

Is your company...

- Doing well, but lacking in structure, clarity and strategy?
- Not efficient or process-driven enough?
- Struggling to take more market share or increase profit margins?

Business owners often just need to reconnect with their 'why' and not be held back by the overwhelm that often creeps up unannounced, causing stress and burnout.

Drawing on our entrepreneurial roots, this revolutionary approach will help you overcome those day-to-day frustrations that are holding you back, wrestle back control and get you on the right path to build a better business.

And provided you implement our advice, reFOCUS™ comes with a zero-risk, money-back guarantee if you don't see results quickly.

The reFOCUS System™

We will take you and your company through this 5-step system:



Cost

*A zero-risk, money-back guarantee if you don't see positive results within 90 days.

We will take you and your company through this 5-step system:

reFOCUS 1

An in-depth diagnostic to understand where the issues are, and why they are happening (who, what, why, where, when).

We will take you through the first three steps: Filter, Organise and Clarify.

We will then prepare a report with recommendations for getting back on track

£3995.00 + VAT*

Bonus products:

Access to the Smarta coaching app for 12 months (worth £1,500)
Smarta Talent Matrix™ (worth £1,000)
ASIA Alignment Test™ (worth £750)

reFOCUS 2

An in-depth diagnostic to understand where the issues are, and why they are happening (who, what, why, where, when).

We will take you through all five steps: Filter, Organise, Clarify, Upgrade & Sustain.

We will also pull together an action plan and help you with its implementation.

£5995.00 + VAT*

Bonus products:

Access to the Smarta coaching app for 12 months (worth £1,500)
Smarta Talent Matrix™ (worth £1,000)
ASIA Alignment Test™ (worth £750)

Directorships

As an extension of reFOCUS, Smarta can help with your company growth on a longer-term basis, through interim directorships and non-executive director positions.

Interim Directors

You might have a longer-term requirement from a consultant or need a temporary solution while you find the right permanent candidate for a senior role. If we can add value to your company, we will consider an interim directorship at your organisation, on a part-time basis, for a period that works for your company.

From £3000 p/m. Minimum period of 3 months.

Non-Executive Directors

We have consultants that are experienced NEDs so, if you have a board, or are in the process of creating one, we would welcome a conversation to see if we can help. We would only put ourselves forward if we thought we could genuinely add long-term value to your organisation.

From £1000 p/m. Minimum period of 12 months.

Richard Myers



OVERVIEW

A self-taught entrepreneur of 30+ years, Richard specialises in growth strategy including customer acquisition, product development and innovation.

He specialises in helping companies with their commercial strategies, particularly around growth. He works with companies that have already had some success but now want to accelerate growth. He can help with the 'growing pains' that can arise during periods of growth.

Richard Myers

Commercial strategy, innovation & growth

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www.gosmarta.com

07771 713145

SPECIALISMS

Product & services: Value proposition, pricing, product development and innovation, market research

Customer acquisition: Sales strategy, marketing strategy, CRM, channel partners, customer retention

Performance: Goal-setting, forecasting, business cases, OKRs, innovate to improve

Richard can help you to...

- Achieve profitable growth
- Increase your customer base and market share
- Become a more commercially-minded Founder

Ian Straker



OVERVIEW

With 20+ years running his own businesses and leading teams, as well as supporting clients, he has vast experience in the areas of finance, IT and systems, data, contract/project delivery, people and culture.

Ian's skill set lends itself well to organisations who have achieved some success and are looking to implement a more robust approach to help grow the business, or who wish to find better ways of doing things.

Ian Straker

Business operations & process improvement

ian.straker@gosmarta.com

www.gosmarta.com

07801 364150

SPECIALISMS

- Process improvement
- Implementing systems and technologies
- Analysing business performance and spotting improvements

Ian can help you to...

- **Become more efficient**
- **Operate your business**
- **Identify what to measure**

Damian Baetens



OVERVIEW

Damian's experience of starting and growing companies means he is ideally placed to advise other entrepreneurs on the practicalities of setting up a new business. He was diagnosed with ADHD at 53 years old and is now supporting others with specialist coaching.

- Award In ADHD Coaching
- NCFE Level 2 in Autism Awareness
- NCFE Level 3 Counseling Skills
- Member of The Association For Coaching

Damian Baetens

Neurodiversity coach

damian.baetens@gosmarta.com

www.gosmarta.com

07970 622024

SPECIALISMS

Neurodiversity coaching: Working with business owners and their teams.

Advising organisations: Providing specialist consultancy around neurodiversity at work.

Working with growing companies: Providing real-world solutions for 'growing pains' around neurodiversity or other leadership and management issues.

Damian can help you to...

- Play to your strengths by making sure you are maximising your own performance
- Navigate neurodiversity as a business owner
- Reconcile inclusion with people, productivity and profit

Is reFOCUS™ for you?

reFOCUS fits well with:

- Company owners, leaders, senior managers and experienced startup founders
- Established companies of at least 3 years trading, revenues of £500k+ and at least 10 employees.

However, we are more interested in your ambition and attitude than we are the size of your company, so get in touch to see if we can help.

You can click to book a call below.



[CLICK TO BOOK A FREE 30-MIN CONSULTATION](#)

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