

# 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.



# Our Services

- **The reFOCUS System™**
- **Neurodiversity Services**
- **Leader & Manager Coaching**
- **Strategy Consulting**

# 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:



# 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.



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

# Neurodiversity Services



# Neurodiversity at Work

One of Smarta's specialist areas is neurodiversity in the workplace.

We operate a network of neurodiversity coaches and consultants, enabling us to deliver training and coaching right across the UK.

We help companies and organisations understand what neurodiversity is, the skills and attributes of neurodivergent people, and how to create a neuro-inclusive culture and environment.

We provide practical strategies and help you reconcile inclusion with people, productivity and profit.

- **Strategy & Training**
- **Coaching & Support**

# Neurodiversity Strategy

A clear neurodiversity strategy strengthens both performance and culture. By recognising and supporting employees who think and work differently, organisations unlock creativity and resilience that drive competitive advantage.

We can help you put a strategy in place to ensure managers and teams collaborate more effectively, increase employee engagement and reduce team churn.

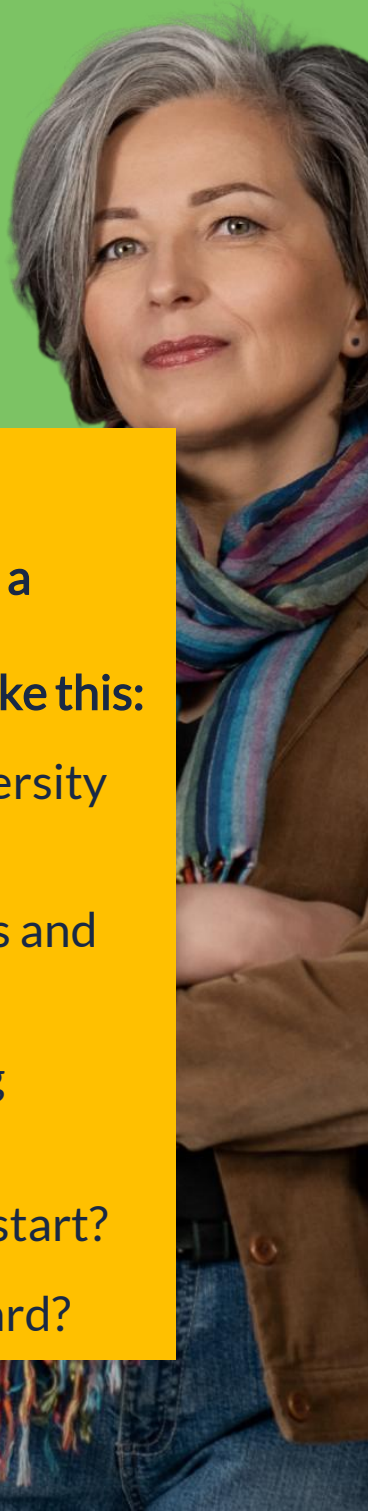
Customers will notice too. A workplace where neurodiverse talent can thrive fosters innovation, loyalty, and a culture of respect.

In short, a proactive strategy on neurodiversity isn't just good ethics—it's smart business.

## Business Strategy Roundtable

A roundtable discussion, facilitated and lead by a Smarta coach. It would be tailored to your requirements, but a typical format might look like this:

- What are your challenges around neurodiversity now?
- What is reasonable in terms of expectations and adjustments?
- Examples of good practice. What is working currently with our clients and partners.
- Where are your quick wins? Where do you start?
- What resources do you need to move forward?



# Workshop 1:

## Introduction to Neurodiversity in Business

This is an overview for organisations and companies new to neurodiversity:

- Introduction to conditions, such as ADHD, Autism/ASD, Dyslexia and Dyspraxia
- The importance of neurodiverse people to the economy
- Neurodiversity strengths. The skills and attributes neurodiverse people bring to organisations
- Typical areas where neurodiverse people may have support needs
- Support strategies and tools. What would help you or your clients meet business-based goals?
- Looking forward. Avoiding the bumps in road

# Workshop 2:

## Working with Neurodiverse Clients & Partners

We also deliver more advanced workshops around:

- Reasonable adjustments. What does that mean in the workplace?
- Service providers and solutions. Key support options for your team
- Creating neuro-inclusive content and programmes
- Operational systems, processes, and technologies to help reduce the overwhelm
- Creating compliant websites, tools and assets
- Digital inclusion and engagement. Building better connections

# Neurodiversity Coaching

We provide one to one coaching for companies with neurodiverse company founders and their employees. We will help you:

- Navigate your next steps with confidence
- Understand your strengths and how to use them more effectively
- Make sure digital technology is personalised and works for you

- Strengths-based coaching
- Feeling happier at work
- Streamlining operations and technology
- Increasing productivity and performance



# Neurodiversity Support

We help neurodivergent individuals develop personalised techniques to manage challenges at work, such as time management, communication, and stress.

It empowers employees to build confidence, resilience, and independence by focusing on their strengths and adapting strategies to suit their roles.

This support can significantly improve productivity, wellbeing, and job satisfaction, enabling people to thrive in their workplace.

This work can sometimes be funded through the DWP's 'Access to Work' programme.

## **Access to Work**

We support individuals through the Government's Access to Work process. This service is funded through your grant, meaning there's no cost to you or your organisation.

## **What the Support Covers:**

- Guidance on completing the initial application and responding to any queries
- Attending the online holistic workplace assessment and supporting you during Access to Work-related phone calls
- Assistance in accessing grant funds and uploading invoices

# Smarta Coaching App

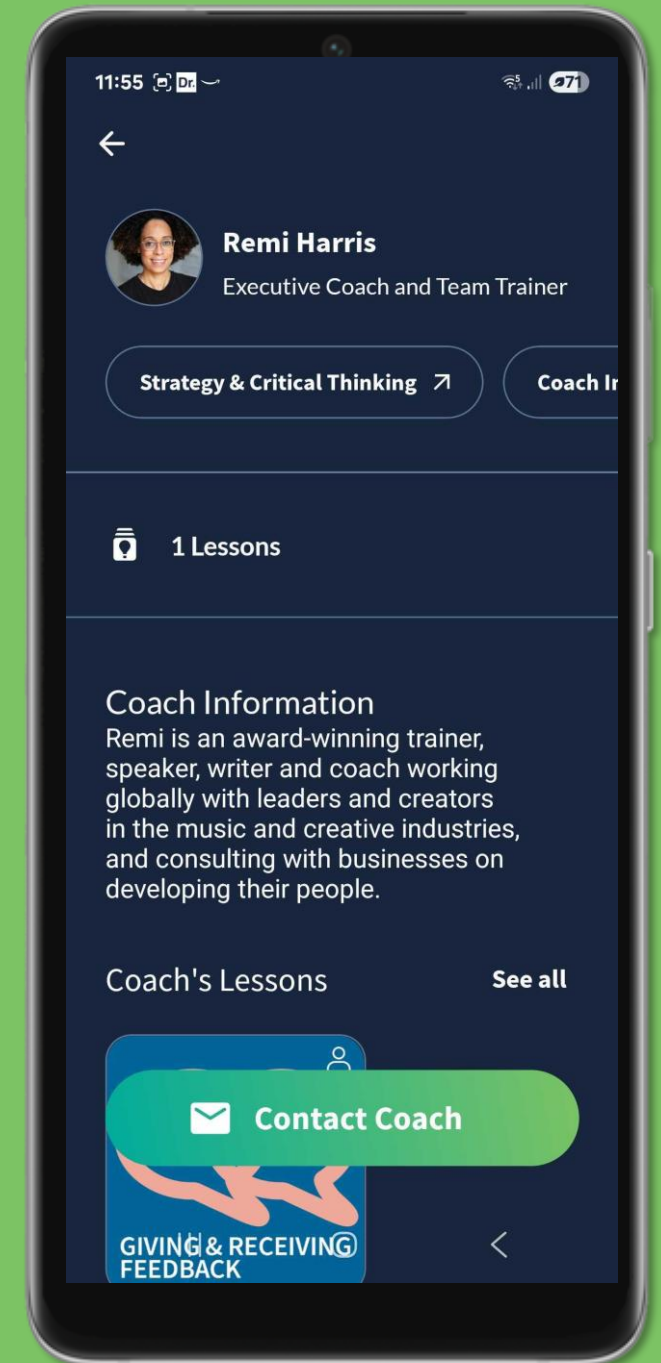
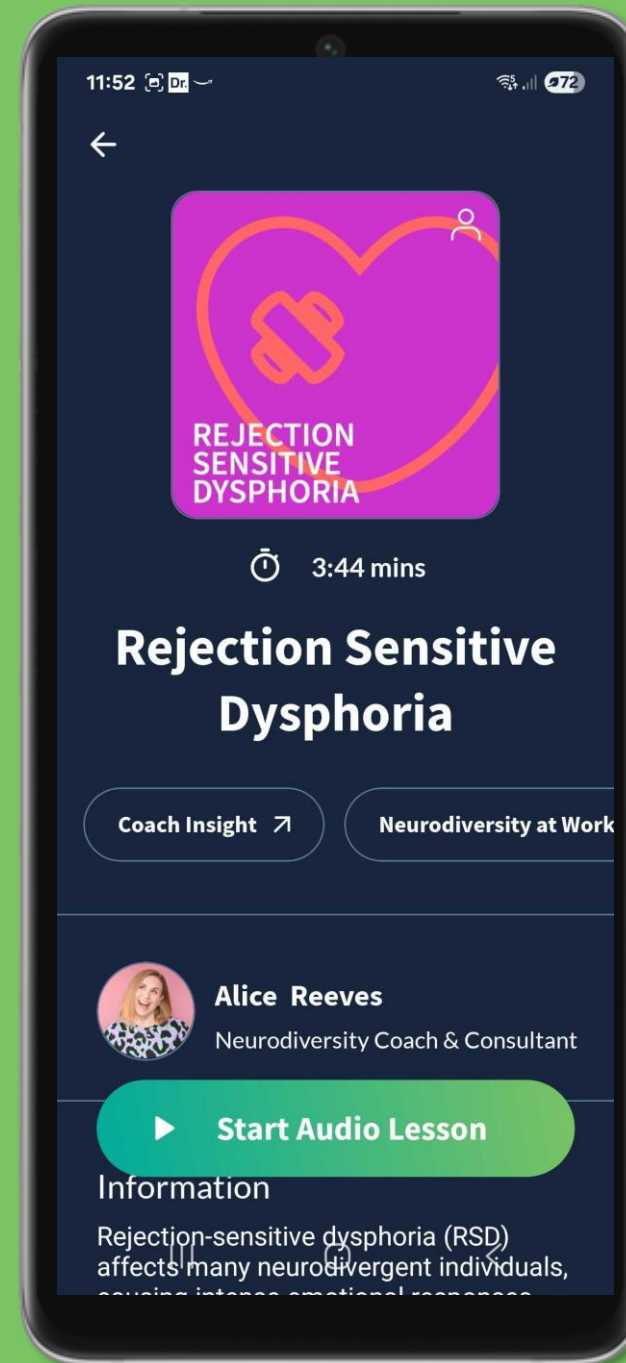
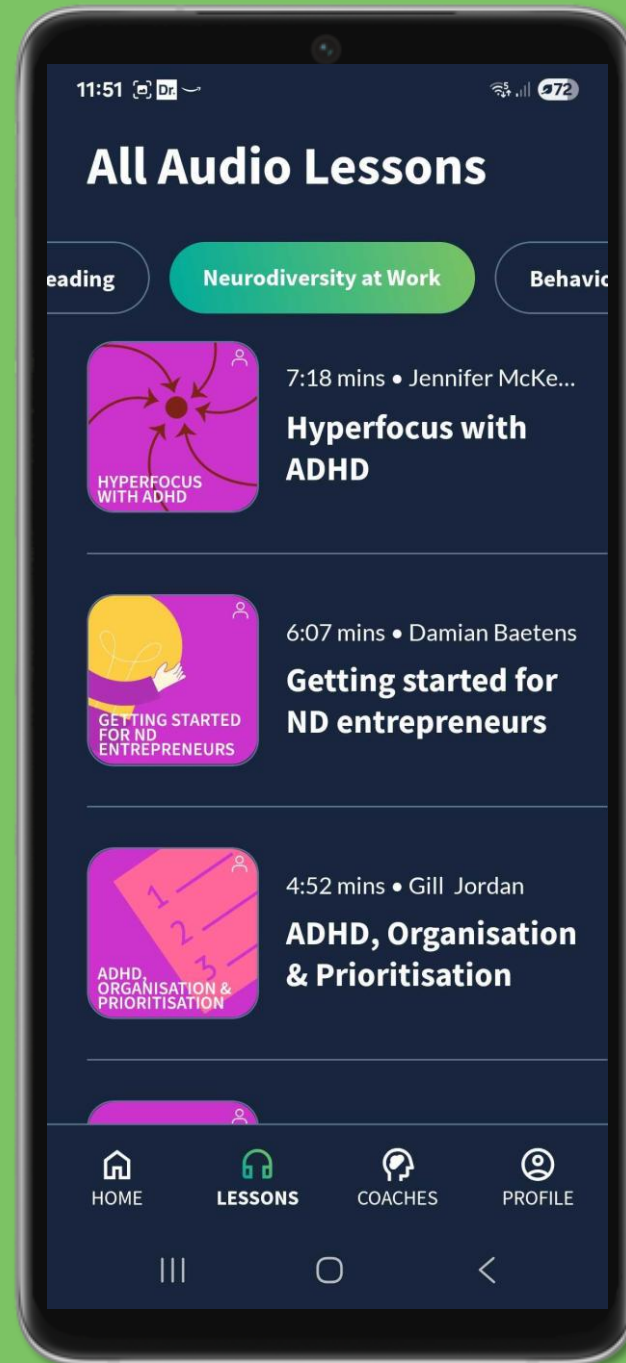
Smarta is an AI-powered coaching platform specialising in neurodiversity.

We offer audio content from coaches and one to one live sessions with experienced coaches.

Our AI creates personalised coaching journeys and tracks progress.

Our vision is to disrupt and democratise workplace coaching, making it available and affordable to all.

Think BetterHelp x Spotify.



# Leader & Manager Coaching



# Leader & Manager Coaching

## Leader & Manager Coaching

Improve performance and accelerate growth. We work with company founders and leaders to help realise their business goals. Our coaches are experienced entrepreneurs who have founded and scaled companies over the last 30 years. We have had both successes and failures, but one thing is for sure, we have learned a huge amount along the way.

Visit <https://gosmarta.com/services/coaching> for more information.

- Mindset and Personal Development
- Performance Coaching
- Leadership Coaching
- Strategy Coaching
- Team Coaching
- Startup Coaching



# Strategy Consulting



# Consulting

## Consulting

While our coaching focuses on the personal and professional growth of individuals and teams, our consulting services are about using our experience as entrepreneurs to help you solve specific business challenges. We carry out a detailed analysis of your business and fully understand your goals before offering any recommendations. We share our knowledge and experience starting and growing companies to help you generate ideas.

Visit <https://gosmarta.com/services/consulting> for more information.

- Growth Strategy
- Management & Operations Consulting
- Business Innovation
- Sales & Marketing Consulting
- Digital Transformation



# Consulting

## 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.

## 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.



# 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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## 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

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## 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

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## 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

# Contact us

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