



**Qinesis,  
The Business Growth  
Company**

A Personal Touch To Success

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**Qinesis  
Scope**

# Business Strategy

Business Strategy is the roadmap you use to determine the direction of your business. It provides guidelines & structure to develop your business or growth plan & achieve your business goals. Your business strategy sets priorities for the company & management team & helps you attract & retain the talented workers you need.

- Developing The Vision
- Business & Market Audit
- Developing A Strategy For Growth
- Defining Objectives
- Research & Analysis
- Growth Plans
- Strategic Planning
- Defining Success
- Stakeholders Evaluation
- Decision Making
- Strategic Planning Tools
- Implementing Strategy
- Managing Risk
- Strategic Execution & Focus
- Function Planning
- Succession Planning
- Planning For The Future
- Board Development
- Critical Success Factors & KPIs
- Balances Score Card
- Executive Coaching

# Finance

While a strong product is key to any business, without business finance a company can't even get off the ground & without efficient finance management, a company cannot succeed.

- Financial Management
- Financial Modelling
- Budgeting & Forecasting
- Management Accounts
- Financial Strategy
- Managing Cash For Growth
- Financial Metrics
- Adopting Technology
- Financial Management
- Increasing Existing Revenue Streams



# Leadership & Management

Leaders are people who know how to achieve goals & inspire people along the way. By improving the management of your teams & their leadership skills you can achieve your personal & corporate success.

- Role of the Director
- Leadership Practice
- Understanding Your Leadership Style
- Inspirational Leadership
- Strategic Leadership
- Manager v Leader
- Motivation, Recognition & Reward
- Team Dynamics, Behaviour's & Skills
- Cross Functional Teams
- Conflict
- Talent Management
- Planning, Organising & Delegating
- Coaching & Mentoring
- Empowering Teams
- Effective Feedback
- Recruitment & Selection
- Organisational Development
- High Performance Teams
- Succession Planning
- Staff Development
- Emotional Intelligence
- Soft Skills
- Leading Innovation & Change
- Coaching & Mentoring
- Qi Leadership
- Team Building

# Customer Relationships

Customer relationships needs to be an organisation-wide commitment to nurturing positive relationships with your customers. Companies that provide a good customer experience, by ensuring they give their customers what they want at the exact time & place they need it, will thrive.

- Relationship Marketing
- Customer Insights
- Brand Management
- Channel Management
- Negotiation Skills
- Pitching Development Skills
- Tendering
- Market Analysis
- Client Relationship Management
- Key Account Management
- Creating Customer Value
- Pricing
- Marketing Communications
- New Customer Acquisition
- Sales Management
- Presentation Skills

# Supplier Relationships

A business can only be as good as the supplies it works with, so finding good suppliers & maintaining solid relationships with them can be vital for business success & growth.

- o Supply Chain Development
- o Supplier Relationships
- o Development Of Supply Chain
- o Managing Relationships
- o Communication Of Strategy To Suppliers
- o Account Management
- o Supply Chain Management
- o Supply Chain Continuous Improvement
- o Best Practice



# Innovation/R & D

Innovation is an essential element in the development of your business to allow growth & to develop a competitive edge. Innovation is not only about designing a new product/service but can also focus on existing business processes & practices to improve efficiency, find new customers, reduce waste & increase profits.

- Intrapreneurship
- Encouraging Innovation & Ideas
- Encouraging Ideas & Creativity
- Innovation Culture
- Building Value
- Organisational Innovation
- Collaboration & Open Innovation
- NPD
- Managing IPR
- Innovation Tools & Techniques
- Creativity Tools
- Intellectual Property
- New Product Design
- Portfolio Management & Design
- Managing Innovation

# People & Resources

Your people are your business's biggest asset. Improving your teams increases your competitive advantage.

- Organisational Development
- Communication Of The Strategy/Vision/Goals
- Succession Planning
- Assertiveness
- Presenting With Impact
- Personal Effectiveness
- Time Management
- Talent Management
- Planning, Organising & Delegating
- Coaching & Mentoring
- Getting The Best From Your Team
- Roles & Responsibilities
- High Performance Teams
- Empowering Teams
- Giving Effective Feedback
- Recruitment & Selection
- Resource Planning
- Effective Appraisals
- Self-Assessment / Awareness





# Productivity & Capacity

Working smarter & more efficiently to enhance productivity & capacity.

- Lean/CI/Six Sigma
- Productivity Improvements
- Risk Assessment Development
- Efficiency Building
- Planning & Implementation
- Identifying Skills Needs
- Improving Effectiveness
- Value Stream & Process Mapping
- Resource Efficiency
- Cellular Manufacturing
- CSFs & KPIs
- Using Technology



# Systems & Procedures

Good business systems can mean the difference between business success & failure. A sensible set of procedures & well-defined systems ensure efficiency, productivity & ultimately customer satisfaction.

- Moving From Strategy To Operations
- CSFs, KPIs & Management Information Systems
- Performance Management
- Controls – Performance, Financial & Quality
- Project Management
- Resourcing For Growth
- Resource Efficiency
- Value Stream & Process Mapping
- Technology As A Driver For Change
- Efficiency Development



# Quality

Quality in business is vital for ensuring your product or service meets the expectation of your customers. Good quality is critical to customer satisfaction & retaining their loyalty, so they continue to buy from you in the future.

- Quality Assurance
- Quality Standards
- Business Modelling
- BIM
- Business Improvement Techniques
- CE Marking
- Defect Analysis
- Traceability



# Competitiveness

The ability of a business to deliver better value to customers than competitors will keep you ahead of your competitors. Competitiveness ensures that your company is sustainable & durable.

- Moving From Strategy To Operations
- Commercial Focus
- KPIs Management
- Information Systems
- Performance Management
- Quality Assurance
- Resourcing For Growth
- Measuring Performance
- Project Management
- Environmental Management
- Quality Standards
- Balanced Scorecard



# Marketing Practice & Training

Strong, consistent & recognisable marketing will allow you to grow profitable relationships with your customers. Training your teams builds new strengths to improve your organisation.

- Strategic Marketing
- Market Analysis
- Market Research
- Value Proposition
- Marketing Planning
- Competitor Research/  
Analysis
- Customer Journey
- Literature
- Routes To Market
- Marketing  
Communications
- Marketing/Sales Funnel
- New Customer Acquisition
- Marketing Mix 8Ps
- Branding Services
- Buyer Personas
- PR & Advertising
- Sales Management
- Presentation Skills
- E-Commerce
- Marketing Metrics
- Digital Marketing
- Voice Of The Customer
- Website
- Exhibitions

# Continuous Improvement

Continuous improvement is an ongoing effort to improve products, services, or processes that drives competitive advantage. Qinesis helps organisations transform & drive measurable & sustainable benefits by engaging leadership, operations & teams.

- Planning & implementation
- Organizational Development
- Identifying Skills Needs
- Improving Effectiveness
- Managing Risk
- Managing Complexity & problem solving
- Kaizen - Good Change
- Lean
- Creative Problem Solving
- Innovation & intrapreneurship
- Marginal Gains
- Identifying Future Skills Needs



# Change

Our experience tells us that leading & delivering change is difficult since we are working with people & organisational challenges. However, our track record allows us to effectively implement change to sustain long term business success.

- Leading Change
- Behaviour's, Beliefs & Values
- Developing A Change Program
- Managing Change Effectively
- Cross Functional Change Teams
- Obtaining Buy In
- Maintaining Motivation
- Culture Development
- Internal Marketing
- Communicating Change
- Diagnostic Tools & Self-Assessment
- Creative Problem Solving
- Technology As A Change Driver



# Environmental

Evidence of environmental actions by businesses is now demanded by consumers. Achieving high environmental standards & being environmentally conscious should make your organisation competitive, save you money & not adversely influence your business.

- o Environmental Standards  
i.e. ISO 14001

- o Environmental  
Management

- o Risk Management

- o Cost Management

- o Carbon Footprint

- o Low Carbon

- o Renewable Energy

- o Circular Economy







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