
Udell Group

AN INTRODUCTION

Udell Group is a specialist UK-based consultancy that works around the world with global organisations, teams and individuals to deliver a range of highly effective business solutions, utilising a collective and unique approach known as *'alignment'*.

Alignment comes from the whole of ourselves - being in agreement, coherent, unconflicting and honest, engaging with our head and our heart. It enables us to be the best we can be and achieve success and fulfilment.

LAURENCE UDELL Chairman

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ALIGNMENT

FOR BUSINESS SUCCESS
AND PERSONAL GROWTH

STRATEGIC CONSULTANCY

Udell Group work with international PLCs, large private companies and public organisations. We work with Chairmen, CEOs, Presidents, executive teams and senior leadership teams to provide solutions that focus on *business alignment*. By engaging and aligning the board and their leadership teams behind their vision and goals, we help them establish the strategic priorities and behaviours needed to increase personal and business performance and therefore deliver greater shareholder value.

STRATEGIC PARTNERSHIPS

Udell Group work with SMEs and entrepreneurs, as strategic partners to provide a range of effective business solutions. Through *partnership alignment*, we provide strategic, financial and operational expertise for start-ups, businesses in early development and established businesses looking to grow and transform and realise their true net worth.

EXECUTIVE MENTORING

Udell Group work with CEOs, Presidents, business leaders, ambitious entrepreneurs and high-performing individuals, maximising their potential through *personal alignment*, achieving powerful results for both the organisation and the individual.

In business for over 20 years, Udell Group has built up an enviable reputation as an outstanding group of individuals committed to business and corporate excellence, clarity of thought, value-driven and committed to delivering positive, sustainable results to organisations and their people.

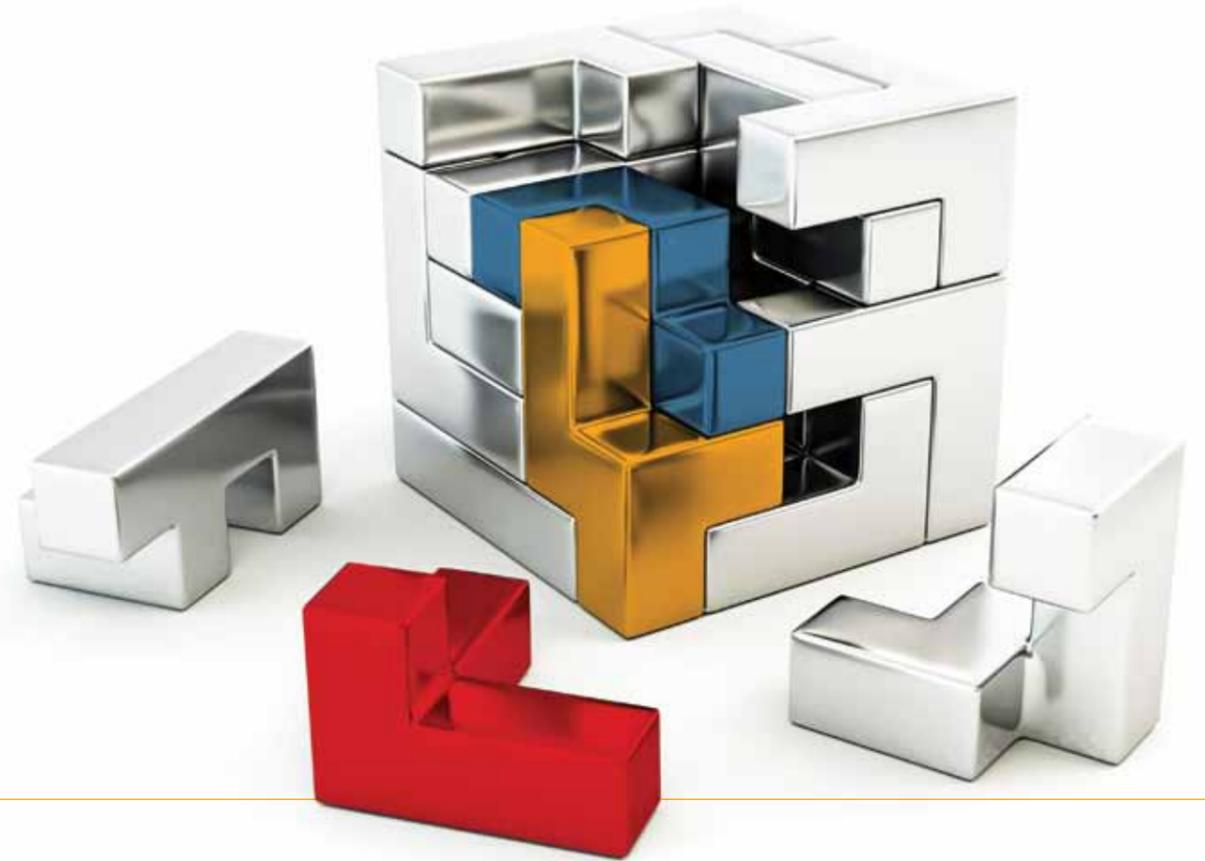
*strategic,
financial and
operational
expertise*

"Udell Group enabled me to engage my people in order to accelerate the key business transformation programme to meet the demands of an increasingly challenging global market place."

Karsten Lereuth | CEO, BT Germany

ALIGNMENT SOLUTIONS

increased business and personal performance



Our Alignment solutions are always tailored to the needs and subtleties of the organisation and its people.

VALUE DRIVEN ALIGNMENT™

Working with the CEO/President and senior executive teams to create alignment, increase business and personal performance and ultimately, deliver greater, sustainable shareholder value. We build exemplary leadership teams by engaging and aligning the board behind their vision and goals, establishing the strategic priorities, values and behaviours that will lead to sustainable results and the increased long term value of the organisation.

VALUE LEADERSHIP PROGRAMME™

Aligning all members of an organisation behind the business's vision, goals, strategic priorities, values and behaviours; either as a stand alone programme, or in association with Value Driven Alignment™.

Working with business leaders and senior managers to develop and implement techniques and behaviours, we help them with the demands of their role and accountabilities, enabling them to embed the strategies into the business, thus achieving business and personal goals.

EXECUTIVE MENTORING

Mentoring programmes for senior executives and high-performing individuals to maximise performance, accomplish goals and create a vision and plan for the future. A holistic approach to guide the individual through their belief and values system. We work at an intellectual and emotional level to create a deep awareness, understanding and alignment of what will lead to success and fulfilment for themselves and their business.

BUSINESS CLINICS

One to one working sessions with individuals to provide business and personal support around specific challenges they face. We work with the individual to understand the problem or opportunity, address underlying concerns and anxieties, and help identify and align behind options and practical solutions.

RETREATS

Masterclasses offering a unique blend of personal focus and deeper learning, designed for business leaders, ambitious entrepreneurs, high-performing and far-sighted individuals (whatever their profession, skill or background). The retreat enables the individual to align their thinking, doing and being and address the challenges they face to make the best decisions, achieving personal and professional ambitions with passion and spirit, and understanding how to take life to *The Next Level**- beyond current success.

"Udell Group's unique style is engaging and their ability to bring out the potential in people is amazing."

Alistair McGeorge | Executive Chairman, New Look

* see inside back cover for more information

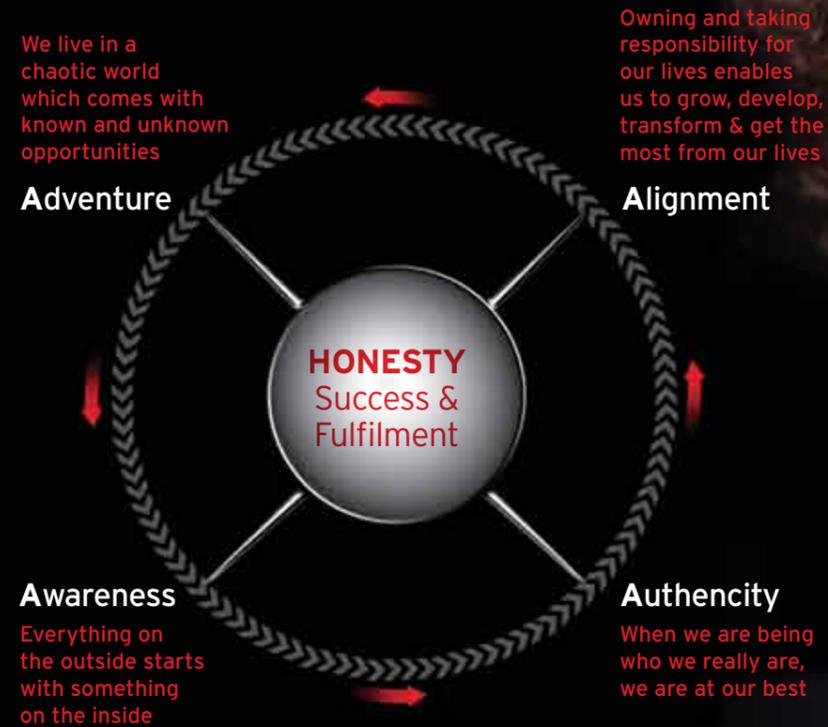
WHAT SETS UDELL GROUP APART?

In a corporate world overflowing with consultancy speak, clever business acronyms and catchy phrases, Udell Group have evolved a simplistic but holistic approach to the strategy and performance of businesses, teams and individuals.

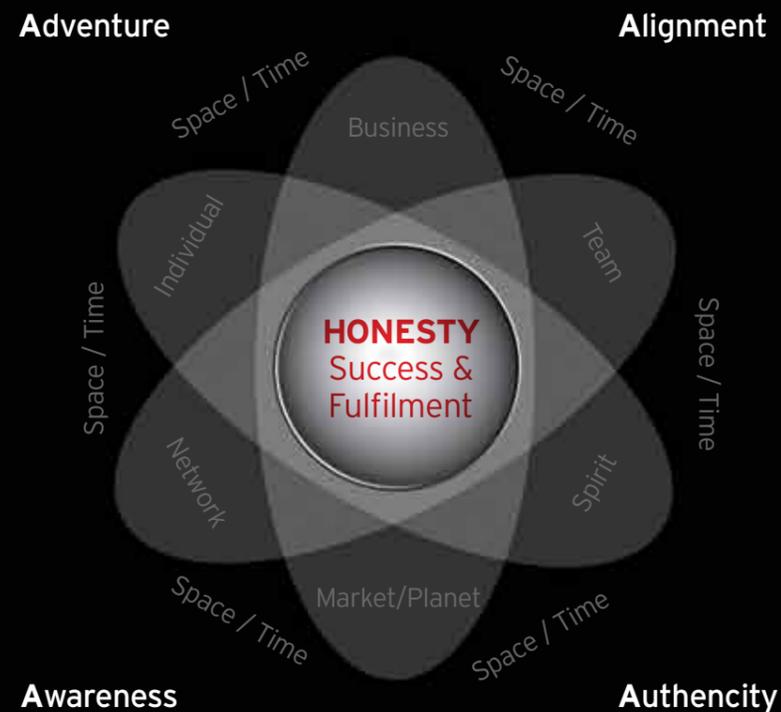
Our pedigree within commerce plus our deep understanding of people enables us to incorporate the impact with people at every level within an organisation - engaging, exploring and motivating to collectively maximise the potential of them, and their business.

And what sets us apart is the difference we make to our clients. We help them overcome their problems (be they strategic, operational or personal) to grow and transform. We help them to identify barriers to growth before helping them to experience a shift in their understanding, beliefs, thinking, actions and behaviours. It is this shift that leads to increased ownership, personal performance, business success and a greater sense of fulfilment.

We want our clients to grow and transform and reach the next level not just solve the current problem. To achieve this, we get right under the skin to identify the heart of the people and their business - to understand the true purpose and meaning, personal and business visions, values and behaviours, challenges and opportunities and then align them through a range of interventions to deliver powerful results, business success and a richer life.



THE UDELL MATRIX - THE 4 A'S®



THE UDELL MATRIX®

OUR METHODOLOGY

Developed over 20 years, The Udell Matrix® has been adopted by business leaders, entrepreneurs and high-performing individuals throughout the world. Having embraced our methodology, many have seen their lives and businesses transformed. In pursuit of our philosophy and approach - Growth and Transformation through Learning and Discovery - The Udell Matrix® consists of four core beliefs:

ADVENTURE We live in a chaotic world which comes with known and unknown opportunities

AWARENESS Everything on the outside starts from something on the inside

AUTHENTICITY When we are being who we really are, we are at our best

ALIGNMENT Owning and taking responsibility for our lives enables us to grow, develop, transform and get the most from our lives

STRATEGIC CONSULTANCY BUSINESS ALIGNMENT

STRATEGIC SOLUTIONS TO ACHIEVE
THE NEXT LEVEL OF PERFORMANCE



*increased long-term
value of the organisation*

Udell Group works closely with board-level executives and corporate teams to bring about the successful creation, integration and implementation of an organisation's vision and strategy.

The approach we take is through a process known as Value Driven Alignment™. This is achieved through engaging the board and executive teams, aligning them behind their vision and goals, and committing them and the organisation as a whole to driving the business forward. Importantly, the development of the business through the Value Driven Alignment is all encompassing. It involves the consideration of both economic factors and human value; establishing the market conditions, business priorities, values and behaviours that will lead to sustainable results and increased long term value of the organisation.

Once the board and executive teams are aligned, we can then support the organisation in aligning other people in the company through using our Value Leadership Programme™.

Working with business leaders and senior managers to develop and implement techniques and behaviours, helps them with the demands of their role and accountabilities and enables them to embed the strategies into the business, thus achieving business and personal goals.

The interventions utilised include:

- ❖ Executive Board facilitation
- ❖ Executive workshops
- ❖ Strategic business planning
- ❖ Business modelling
- ❖ Organisational design
- ❖ Cultural change programmes
- ❖ Leadership mentoring and development
- ❖ Team and personal mentoring, coaching and development
- ❖ Programme direction

STRATEGIC PARTNERSHIPS

PARTNERSHIP ALIGNMENT

INCREASING BUSINESS VALUE



*working
shoulder to
shoulder with
key executives*

Udell Group provides strategic partnership to SMEs and entrepreneurs of businesses that demonstrate similar values to that of their own.

We provide strategic, financial and operational expertise for start-ups, businesses in early development and established businesses looking to grow and transform and realise their true net worth.

Working as strategic partners, we support business owners in setting up, establishing and growing their businesses. We work with them to create a vision and establish the goals, help build solid strategic and operational plans, with targets and milestones and, help implement and integrate the necessary management processes, tools and information, whilst implementing the disciplines and behaviours to carry out the plan and manage the risks.

Working across the whole business (Vision, Strategy, Culture, People, Structure, Processes, Information and Finance) we share proven and specialised expertise and experience to take businesses to new levels. By being firmly on the ground within a partnership business, we can work shoulder to shoulder with key executives, to collectively deliver greater return, business growth and ultimately, increased shareholder value. The breadth of organisations that we have worked with is testimony to the diverse and exceptional commercial experience that our team can bring to organisations looking to grow, evolve and prosper.

Udell's range of expertise includes:

- ❖ Non-Executive Directorships
- ❖ Formal business plans
- ❖ Business forecasting
- ❖ Establishing systems, processes and management information systems
- ❖ Governance and decision making
- ❖ Leadership and mentoring
- ❖ Team development

"Udell Group recognised the challenges in our business and helped me facilitate some major decisions, which have turned out to be the right ones."

Lloyd Ansermoz | Director of Strategy, Fidelis Group

EXECUTIVE MENTORING PERSONAL ALIGNMENT

MAXIMISING THE PERFORMANCE OF
INDIVIDUALS - IN BUSINESS AND IN LIFE

Udell Group works with individuals, predominantly at executive board level, to maximise personal performance and positive outcomes for both the business and themselves.

Our approach uniquely combines business mentoring and personal coaching that can take individuals on a demanding yet fulfilling journey. We undertake an all-encompassing holistic assessment of the person's approach to life, both professionally and personally. The tools and skills we use empower individuals to discover the real meaning behind their purpose and deliver a sense of personal alignment enabling them to perform at greater levels across all spheres of their life, resulting in 'clarity of direction'.

To achieve clarity of direction we focus on key areas through our executive mentoring and personal alignment:

- ❖ Meaning and Purpose, Fulfilment and Success identification
- ❖ Vision and Goals
- ❖ Results and Outcomes
- ❖ Ownership and Responsibility
- ❖ Feelings, Emotions and Thinking
- ❖ Execution and Discipline
- ❖ Time and Space
- ❖ Authentic Self vs. Practical Self

Personal alignment through Udell Group enables high-performing individuals to re-evaluate personal and corporate goals and arm them with belief, skills, behaviours and confidence to meet business and personal objectives whilst achieving long term fulfilment.

*taking individuals
on a demanding
yet fulfilling
journey*

“ Working with Laurence Udell is always a stretching experience! His style is demanding of the whole individual, forcing a holistic assessment of one's approach to both personal and business goals and exploring how they can be aligned. The results though are fulfilling. ”

David Kneale | Group Chief Executive, New Clicks Holdings

UDELLE GROUP

ALIGNING THEMSELVES TO CLIENTS

Working closely alongside businesses and individuals, Udell Group is made up of a core team of people who assess, lead and support the delivery of our solutions.

This is enhanced by a team of world class experts; a global network of colleagues who are acknowledged practitioners in the world of business and academia. In addition to a wealth of business experience, together we have a range of formal training and accreditation including MBA, Institute of Chartered Accountants, Chartered Institute of Marketing, Prince Programme Manager, Institute of Personnel & Development, Neuro Linguistic Programming, Psycho Drama, Counselling, Myers Briggs, Image Consultancy, Emotional Intelligence Tools, MSc Psychological Assessment in Organisations, MSc Human Resource Management Development, Reiki Masters and Metaphysical experts.

To every member of our team, the unified approach is one of a blended mixture of support and challenge,

focusing on results and outputs, whilst mapping out realistic journeys to get there. We focus on developing the beliefs, skills, behaviours and capabilities of leaders and managers in business, which will ultimately contribute to both the individual's and the organisation's success. By identifying specific short and/or long term objectives, targets and development needs for the business, team and individual, our teams will focus intently in aligning the corporate and personal drivers of the business and the people in its employ.

In approaching a new project, the client services team will assess and scope the client challenge. From this, a project delivery team made up of the most appropriate professionals will be created to deliver a tailored solution with defined aims and outputs.

Udell Group is led by:



SUSAN EVANS
Managing Director



LAURENCE UDELL
Chairman

SUSAN EVANS is a senior operator in business. Recognised as a strategic, financial and operational expert. Susan helps businesses realise their true net worth by identifying key factors that are contributing towards the present situation; be it their decline, stasis, sluggish growth or growing too fast to be sustainable. By providing strategic direction, the necessary tools, skills and expertise needed, she works closely with the team to deliver on their vision and strategy and ultimately maximise the potential net worth of the business. Susan is a Chartered Accountant and Managing Director of Udell Group.

LAURENCE UDELL is acknowledged by business leaders as having an in-depth knowledge and insight into organisations and how they can be successfully leveraged through people and their behaviours to achieve sustainable results. Laurence's credentials are in Strategic Leadership, Business Strategy, Behavioural and Operational Management, whilst utilising research from leading edge philosophers, scientists, psychologists and management thinkers. Through his extensive research, Laurence has developed The Udell Matrix[®]; a universal model for Growth and Transformation. He is author of *"The Next Level: Aligning Business Success & Personal Fulfilment"*. Laurence is Chairman of Udell Group.

ALIGNMENT

WORKING TOGETHER

Udell Group's unique approach to driving business success and personal fulfilment has enabled them to work with an impressive portfolio of corporate names and business leaders.

Success in business and life favours the prepared. Our ability to engage individuals at all levels whilst nurturing relationships where openness, honesty and transparency can create even greater understanding, has led to client partnerships where results speak for themselves, preparing and empowering them to reach new levels. And if further evidence were needed, we welcome prospective organisations and individuals to talk with our current clients. Together we can drive real change and growth for organisations and their most important asset - the people within.

"It is an understatement to say that Udell Group has transformed my thinking in respect of my personal and business life, raising it to another level of consciousness. I have been transformed and life will never be the same again."

Graham Gamble | Managing Director,
Graham Gamble & Associates

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UDELL IN PRINT

The Next Level
Aligning Business Success and Personal Fulfilment
By Laurence Udell

A clear and compelling communication of the Udell Group approach to working with individuals and their business.

This book exemplifies how we can successfully work with businesses to meet very specific challenges, whilst enabling individuals to personally lead a more fulfilling life.



Udell Group

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