



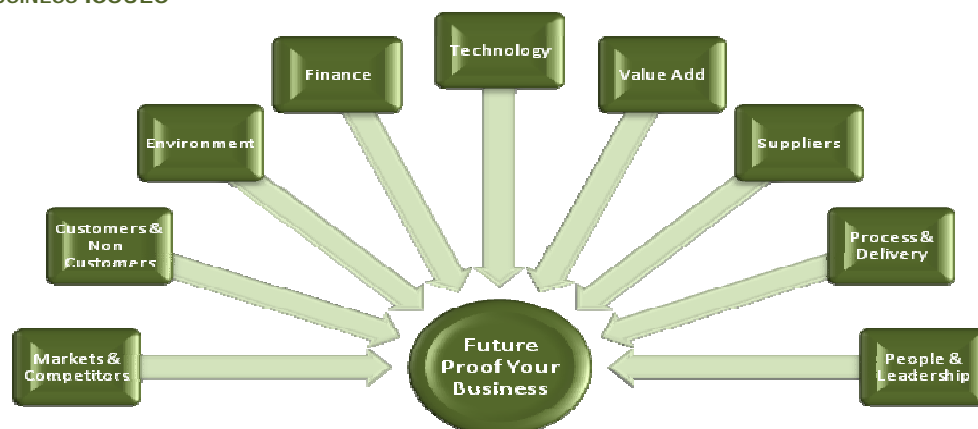
Lamberhurst *4Sight - Future Proof Your Business*

BACK TO BUSINESS AS USUAL – ARE YOU SURE?

The simple answer to that is no. In a recent report compiled by BDO, the accountants, and the Centre for Future Studies most of the organisations who took part agreed there would not be a return to business as usual. We are now living through a dramatic period of creative destruction as a result of which many organisations will either transform or die. The Lamberhurst Corporation has developed a unique business solution to **systematically evaluate** all of the key aspects of your business and provide you with a **clearly defined strategy** to ensure your business goals are achieved in the medium and long term. We call our solution 4Sight. 4Sight can be used for risk mitigation and more importantly enables businesses to modify themselves and grasp new business models which will help them thrive in the future.

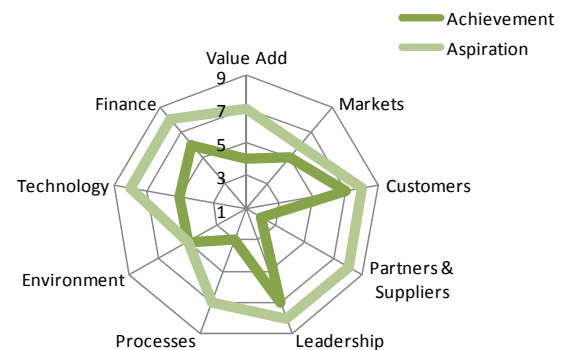


CRITICAL BUSINESS ISSUES



THE 4Sight PROCESS ENABLES BETTER BUSINESS OUTCOMES BY:

- Capturing corporate knowledge / organisational memory.
- Providing a 360 degree view of the business
- Delivering a framework to discuss future transformational activities.
- Incorporating fresh ideas & initiatives.
- Asking difficult performance questions
- Identifying and prioritising target / weak areas first



WHO BENEFITS FROM APPLYING THE 4Sight PROCESS?

4Sight helps Managing Directors / CEOs, Board or Divisional Directors and Business Unit Heads address key issues about business performance improvement.

Typical business issues include:

- Achieving value from a merger / acquisition
- Development of the strategic business plan
- Defending against the threat of an aggressive takeover
- Responding to a competitive threat
- Increasing profitability
- Improving responsiveness / flexibility
- Addressing new regulations e.g. environmental rules / Government legislation
- Taking advantage of developments in technology



HOW DOES IT WORK?

4Sight is a business performance improvement process which applies a uniquely developed 9x9x9 dimensional analysis matrix, delivering a comparison between current business performance and desired performance. Using this outcome the company identifies and prioritises medium and long term goals, new directions, new strategies and actions.

The 4Sight process involves:

- A pre meeting with the programme sponsor to identify areas to be analysed (from a single issue/area to a 360 degree company view), and key directors / stakeholders for interview.
- Interviews with stakeholders applying the matrix to their area of responsibility to assess current performance and future performance objectives.
- A review of the results with the programme sponsor, identifying gaps between actual and desired performance, and applying current business thinking to identifying priority areas for realistic and sustainable business improvements.
- A senior management team planning workshop to agree a common understanding of the analysis, to get buy-in and commitment and to develop a way forward for the company.

BENEFITS INCLUDE:

A clearly defined future direction and road map for senior management; better business decisions - made faster; space and time to think about issues that day-to-day operations forbid; a chance to ask difficult questions and challenge entrenched thinking; improvement in risk management; identification and clarification of new opportunities .

4Sight - A Lamberhurst Business Performance Solution



At Lamberhurst we are business people like you. We have all held senior, often executive, positions in the corporate and public sector. We have all the appropriate academic credentials you would expect from any business consultancy, where we differ is our approach. We pride ourselves on providing a pragmatic service and prefer the label Business Practitioners. We can advise across many functional disciplines, and are always focused on measurable business outcomes. We believe that there is no real alternative to sound business experience! Sometimes our services are delivered as discreet projects – researching and testing new markets, negotiating major contracts, and managing change programmes for example; and sometimes our services are delivered through your people – as mentors, guides and coaches.