

## WHAT WE DO & HOW WE WORK

PREDDY&CO specialises in working with the design sector.

- MARKETING, BUSINESS DEVELOPMENT & CLIENT RELATIONSHIP CONSULTANCY
- TRAINING & COACHING PROGRAMMES

This brochure gives a simple overview of who we are and the work we do.

If you'd like more information on our marketing consultancy and training programmes, please ask for our more detailed brochures.

## WHAT WE DO & WHY WORK WITH US

### And our important financial guarantee

#### WHAT WE DO

PREDDY&CO specialises in working with the design sector.

We have two areas of expertise:

- Strategic marketing, business development and client relationship consultancy
- Tailor-made, in-house training and coaching programmes

What links them? To put it simply, we help *our* clients to find, win, keep and proactively develop *their* clients.

Sound straightforward? That's because it is. No mumbo-jumbo. No management-speak. No over-engineered, over-complex business models or training ideologies. Just clear, approachable, effective consultancy and training aimed at improving skills, knowledge, attitude, confidence and capabilities. And, of course, improving business.

We cover all of the major design disciplines, and our clients are very diverse – small, middling and large, newly-launched and well-established, independently-owned and globally-networked, UK-based and international. We also work regularly with design organisations and associations across Europe, including the UK's DBA and Design Council, and with in-house design departments.

The one thing that unites them all is a driving passion for what they do, and a deep-rooted ambition to do more of it, more effectively, more profitably.

#### WHY PREDDY&CO?

We think there are five reasons to ask us to work with you:

1. We work exclusively within the design sector: this gives us a rare depth and breadth of knowledge. We understand the way design businesses work, and the issues they're likely to be facing.
2. Shan Preddy, Partner and co-founder, is a former MD of a successful design company. She knows just what it's like to run a business in good times and in times which are a little more challenging.
3. We work with leading design associations, and Shan is a member of Design Council and Creative and Cultural Skills advisory boards. We observe and we influence the bigger industry picture.
4. We've been advising and training design companies right across Europe for more than 20 years, which makes our expertise very special. Our training work continually gives us useful insights into our marketing consultancy work (and, of course, vice-versa).
5. Many of our clients come back to us time after time, year after year. We must be doing something right!

#### & THE GUARANTEE?

We're confident about the delivery of our consultancy and our training. If you're not happy with it for any reason, don't pay us.

Some people say we're crazy to offer this guarantee. Perhaps. But we haven't had to use it in 20 years.

## OUR CONSULTANCY & OUR TRAINING

### A very brief overview

#### WHAT WE DO IN CONSULTANCY

Our consultancy programmes will help you to achieve your marketing objectives.

We cover both new business development (finding and winning clients) and client relationship management (keeping and developing them).

And we work in a number of different ways.

Some of our clients ask us to work with them on the creation of full marketing strategies and plans, and then to oversee their implementation.

Some want us to get involved in single aspects of their marketing. The way they approach cold prospects, perhaps. Or pitches. Or roster appointments. Or how they can improve their client satisfaction and retention. Or to help them appoint and mentor their in-house new business teams.

Some commission us to carry out surveys among their clients and their prospects.

Others ask us to be a sounding board for their thinking – a short, sharp reality check.

And we are often asked to investigate and report on new markets, new offers, new potential sources of business.

You'll find much more information about our work in our separate **MARKETING, BUSINESS DEVELOPMENT & CLIENT RELATIONSHIP CONSULTANCY** brochure. Please let us know if you'd like it.

#### WHAT WE DO IN TRAINING

We offer six training areas.

All of them deal with finding, winning, keeping and developing clients.

- 1 Presentation Skills
  - Beginners
  - Improvers
  - Advanced
- 2 Sales Skills
- 3 Negotiation Skills
- 4 Credentials and Pitches
- 5 Client Relationship Management
- 6 Conference Speaking

Details of all of these courses, and information on how (and why) our training works can be found in our separate **TRAINING & COACHING** brochure. Please ask if you'd like us to send it to you.

#### MIXING IT

Some of our clients mix our consultancy and our training, for example with credentials and pitches, or with client relationship management. The benefit can be very powerful.

#### & MORE?

Don't see exactly what you're looking for? Get in touch anyway. If we can help you, we will. If not, we might just know someone else who can.

## WHO WE ARE

### Our skills, our knowledge, our expertise

PREDDY&CO is owned and run by Shan and Don Preddy. Shan is the strategic marketing consultant and training provider on the team, and is the main point of contact for our clients. Don is our research expert. He is responsible for the client and prospect perception surveys we do as part of our consultancy programmes, and also works on our market and gap analysis audits.

#### SHAN PREDDY BA Hons

Shan's career has included both PR and international advertising, the latter at DMB&B in London. She then moved into the design sector to become MD of The Tyrell Company, a top-100 London branding and communications business, which was later integrated into the global communications network, Omnicom Group.

Shan is a member of the UK Design Skills Advisory Board, a Design Council and Creative and Cultural Skills initiative which works to improve professional practice among UK designers.

She is also an accredited consultant on the UK's DBA (Design Business Association) Experts Register.

Shan's book *How to Market Design Consultancy Services: Finding, Winning, Keeping and Developing clients*, has become an international industry standard. It has been continuously reprinted, and has already seen two editions. It is published by Gower for the Design Council, and is available in a Dutch-language version from BIS Publishers.

Her new book, *How to Run a Successful Design Business: the New Professional Practice*, will be published, again by Gower for the Design Council, in 2010.

Shan's professional memberships include the Chartered Institute of Marketing and the Marketing Society. She is a member of the Institute of Directors, an Elected Associate of D&AD and a Fellow of the Royal Society for Arts.

Shan is a regular speaker at, and chair of, international design conferences, and she is a skilled workshop, ideation session and awayday facilitator.

#### DON PREDDY BSc Hons

Don is an experienced qualitative and quantitative researcher.

After an early career in television production at the BBC and the Canadian Broadcasting Corporation, he worked in psychology as an academic researcher at the University of Manchester before entering the commercial sector.

He has run his own consultancy, Preddy Research, and is a former Director of both Consumer Insights, which he founded as part of the PAS (Public Attitude Surveys) group, and The Research Business, now part of the global consultancy Synovate.

Don is a member of the MRS (Market Research Society) and AQR (Association for Qualitative Research), of which he is a former Vice-Chair.

## OUR CLIENTS

### The alpha list, in more ways than one

Here are just a few companies we've worked with on training or consultancy programmes, or both. If you'd like to speak to any of them about the experience, let us know and we'll put you in touch.

<b>Bloom</b>	London
<b>Caulder Moore</b>	London
<b>David Collins Studio</b>	London
<b>Dalziel + Pow</b>	London
<b>DCoy</b>	Dublin
<b>Design Bridge</b>	London, Amsterdam
<b>Design Factory</b>	Dublin
<b>Dew Gibbons</b>	London
<b>DJPA</b>	London
<b>Event</b>	London
<b>HKD</b>	London
<b>Holmes &amp; Marchant</b>	Marlow
<b>KH Design</b>	Frankfurt
<b>Kinneir Dufort</b>	Bristol
<b>Landor</b>	London, Paris, Dubai
<b>Living</b>	London
<b>Lothar Böhm</b>	Hamburg
<b>MaoWorks</b>	London
<b>Michael Bell</b>	Lewes
<b>Mildberry</b>	Moscow
<b>Radley Yeldar</b>	London
<b>Robson Dowry</b>	Bristol
<b>Rodd Industrial Design</b>	Lyndhurst
<b>Rufus Leonard</b>	London
<b>Small Back Room</b>	London
<b>Studio LR</b>	Edinburgh
<b>Swanke Hayden Connell Architects</b>	London
<b>Tayburn</b>	Edinburgh
<b>Team Créatif</b>	Paris
<b>Tilney Shane</b>	London
<b>The Design Group</b>	Newcastle
<b>The Group</b>	London
<b>Worldwide Partners</b>	Stockholm
<b>Ziggurat</b>	London
<b>999 Design</b>	Glasgow, Manchester, London

In addition, several hundreds of design businesses (to be honest, we've stopped counting) have sent delegates to the open courses, workshops and seminars we run for UK design bodies such as the DBA, D&AD and Design Wales. Those slightly further afield have included Budapest Design Week, Design Austria, Design Ireland and PDA Europe.

## VIEWS OF OUR WORK

### The proof of the pudding

These are testimonials we've received from some of our clients: they will give you an idea of what it's like to work with us. For reasons of confidentiality, we never publish casework, so if you'd like to speak to any of our clients to discuss our work, please let us know and we'll put you in touch with them.

#### **Colum Lowe, Managing Director, CAULDER MOORE, London**

I couldn't have hoped for a better outcome at every level and as usual owe you a debt of gratitude for providing such a professional and focused service. The skills of the guys will no doubt improve rapidly (some are already!).

#### **Rosalyn Scott, Managing Director, DALZIEL AND POW, London**

Shan has been providing presentation skills training to all our design staff, at every level, for many years. Some designers would rather not put themselves through this training, but they all emerge with knowledge and confidence! Without fail, they are positive and enthusiastic about what they have learnt and want to put their training into practice. They talk positively to their peers about their experience. Shan's calm and constructive approach is appreciated by all, and she is a pleasure to work with. I would also add that Shan's vast experience of the design industry adds huge value to the training process.

#### **Johanna Bowers, Group Personnel Director, DESIGN BRIDGE, London and Amsterdam**

We have been working with Shan for many years on presentation skill courses for our employees. We rely heavily on visual communication in our business – from presenting our credentials to aid business development to presenting visual images of our creative work to clients and internally. The courses are always a huge success, and we will certainly continue them in the future. All participants have been very enthusiastic and enjoyed the training, which exceeded expectations in all cases. They have put their new skills into practice, which has been of enormous benefit to the business. We all found it a pleasure to work with Shan, who is extremely organised, clear, informative, reassuring and fun to work with. I have no hesitation in recommending The Preddy Consultancy to any company who wants to develop the skill base of their employees.

#### **Conor Clark, Co-founder and Director, DESIGN FACTORY, Dublin**

When you are constantly fighting the tyranny of the day-to-day, it is sometimes difficult to tell the wood from the trees. You have to take a step back from the business and try and look at it from the outside in. Shan is an expert at facilitating this process, providing a forum for creating new insights and strategies. She brings with her a wealth of experience which has gained her great respect among the design community here in Dublin. First of all Shan was prepared to listen. A rare quality these days. She helped us to clearly define our offer and acted as a mentor to our business development team. This has resulted in the emergence of a clear strategy for ongoing business development at Design Factory. The value of the experience emerges over time. It's not a quick fix, and by the time you come to a conclusion you may wonder why you hadn't arrived at it earlier yourself. The answer is of course because you didn't have the time and that is exactly the point. By appointing Shan you are making that time and bringing an outside, expert opinion into the evaluation process. The experience underlines the fact that you are always learning in the design business. It has helped us to embrace change and move beyond tried and tested habits into more challenging ways of approaching business.

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##### **Steve Gibbons, Managing Director, DEW GIBBONS, London**

Shan helped us restructure the business. We now have a strong account management function; looking back it now seems an obvious thing to have done. However, at the time, it seemed far from obvious. Shan guided us through this process and introduced us to other companies who'd previously had similar concerns, but had found a route through. Apart from underpinning the need for change, Shan's 'warts and all' client survey paid for itself. Clients are enormously flattered that you've gone to the trouble of asking their opinion and in one instance it probably provoked a lapsed client into working with us again.

##### **Emma Perrett, Planning Director, HOLMES & MARCHANT, Marlow**

Thank you for a great day yesterday. Your course really pulled together everything for me. It was also a great opportunity to spend time with colleagues and see individuals' confidence grow.

##### **Duncan Shaw, Group Creative Director, LIVING GROUP, London**

When we started the business over five years ago, one of the first things we did was to appoint Shan as our trusted business advisor. Since day one she has provided us with not only the confidence to go out and grow our business, but shared with us her invaluable design practise expertise. The result? Shan's input has seen Living flourish into a specialist branding and communications agency, with a team that now also benefits from her fantastic and engaging training courses. We cannot thank you enough for all your help and advice.

##### **Tobi Schneider, Founder, MAOWORKS, London**

Shan has helped us tremendously with a good dose of straight talking, structured advice and her unique industry experience to completely review our marketing plan. Her thinking, also backed up in a great book, is extremely useful to build strategy in any emerging design led business. And most importantly, it helped us win fresh business since then!

##### **James Bell, Managing Director, MICHAEL BELL, Lewes**

Michael Bell Limited has worked with Shan over the past 18 years and has found her help, support and advice invaluable. From group training sessions to one-to-one executive mentoring Shan has been a crucial independent trainer and adviser to the company. On top of this she is one of the most approachable and engaging individuals you could ever hope to meet. A true friend of the company as well as being the most professional of design industry gurus.

##### **Will Rowe, Managing Director, RUFUS LEONARD, London**

Thank you so much for the work you have done with us over the last few weeks. It has been successful on a number of levels and has really made those of us who attended think about the way we do things. I have never come across a trainer/consultant who has prepared so thoroughly and engaged quite so much with the participants before, during and after the sessions. This gives the courses significant credibility and therefore leads to greater takeout. Many thanks from me personally and I am sure from everyone who took part in your meetings.

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#### **Andy Gray, Commercial Director, STUDIO LR, Edinburgh**

Our challenge was to move from being a 'generalist' design agency and to position ourselves as a 'specialist' in our chosen market. Your input – a very thorough analysis – gave us real insight into the market, and your recommendations for the clients we should be approaching and how we should approach them has proved to be critical. We're not there yet but you have helped us take a giant step in the right direction. We have 'clarity of thought' about where we're going and how we can get there. Working remotely (by telephone and e-mail) worked very well and proved to be a very efficient use of time.

#### **Nick Birchall, Principal, SWANKE HAYDEN CONNELL ARCHITECTS, London**

Many thanks again for a very instructive programme of skills workshops. The measure of success is in the number of times you hear....."if Shan were here, she would say do this..." People are consciously taking on board the lessons learnt, which is a very appropriate reflection of your assistance to us.

#### **Erick Davidson, Founder and Chairman, TAYBURN, Edinburgh**

You clearly demonstrate you understand our world, the pressures, needs, language, opportunities and challenges. Your experience and background as a practitioner are exactly right. You will therefore have the respect of our people before you even start. You demonstrate great listening skills and attention to the brief, a very rare commodity in the creative sector. In fact the most important and rarest of all skills according to design clients. You have demonstrated calmness, patience, maturity and authority in your work with Tayburn. And most important of all you deliver practical training which is always enjoyable and useful. The result has been happier, more skilled and appreciative people, more able to fulfill their own day to day challenges. More commitment to Tayburn because we have invested and trusted them. Better team working from the 'soft' bonding which always seems to happen. Better communication with each other and clients. An appreciation of the difficulties and challenges clients face, and understanding the responsibility we have which comes from clients placing their trust in us. And of course able to provide a better practical service to our clients.

#### **John Corcoran, Founder and Director, WIRE DESIGN, London**

Never got the chance to say thank you properly for your time, insight and wisdom on the presentation and negotiations skills courses. I've used everything to great effect, and have won two pitches since we last met and managed to present two concepts that went as smooth as silk. The negotiation skills have been an eye opener and have also been very useful. I now know the colour of all my clients' eyes! PS I had to destroy the video.

#### **Adrian Collins, Managing Director, ZIGGURAT, London**

Thank for an excellent session...inspirational at the time, and absolutely fantastic response after you left. The task for me now is to build on the excellent foundations that you put down!

## TERMS & CONDITIONS 2009

### The small print & the guarantee

<b>CONFIDENTIALITY</b>	Preddy & Co LLP (hereinafter referred to as Preddy & Co) will not misuse or divulge to any party unconnected with the project any confidential information made available by its clients.								
<b>EXCLUSIVITY</b>	Preddy & Co does not work on an exclusive basis for any of its clients. However, Preddy & Co will inform its clients of any potential conflicts of interest.								
<b>INTELLECTUAL PROPERTY RIGHTS</b>	Intellectual Property Rights for client-specific consultancy and for training programme reports provided by Preddy & Co to its clients will automatically pass to those clients after full payment for the work in question has been received by Preddy & Co, provided that the reports are used for the purpose for which they were originally commissioned without adaptations or modifications. Intellectual property rights for all training courses, all business consultancy tools and models which are unique to Preddy & Co, and all market- or industry-generic reports produced by Preddy & Co and given to its clients, will remain the property of Preddy & Co.								
<b>RETENTION OF PROJECT FILES</b>	Paper-based project files will be retained for a period of one year after project completion, after which time they will be securely shredded. Computer-based files will be archived one year after project completion and will be retained indefinitely until obsolete technology prevents access.								
<b>INVOICING &amp; FEES</b>	Invoices are submitted in arrears and are payable in UK£ sterling unless otherwise agreed. Payment is due in full within 30 days of the date of the invoice. UK VAT (Value Added Tax) will be added where applicable.								
<b>LATE PAYMENT CHARGES</b>	Unless notice of queries relating to the invoice has been received in writing by Preddy & Co within 7 days of the date of the invoice, any amounts outstanding after 30 days will be subject to an interest charge. In accordance with the UK Late Payment of Commercial Debts Act 1998, the rate applied will be the official dealing rate of the Bank of England (base rate) current on the due date plus 8%. Interest will be calculated as: debt x interest rate ÷ 365 x number of days overdue.								
<b>CANCELLATION OR POSTPONEMENT</b>	<p>If a client cancels or postpones any confirmed dates for consultancy or training projects for any reason other than dissatisfaction with the quality of Preddy &amp; Co's work, a cancellation or postponement fee of a percentage of the agreed fees for that time, plus the total amount of any related expenses incurred, will be charged by Preddy &amp; Co:</p> <table><tr><td>More than 15 working days' notice</td><td>25%</td></tr><tr><td>Between 5 and 15 working days' notice</td><td>50%</td></tr><tr><td>Between 3 and 5 working days' notice</td><td>75%</td></tr><tr><td>Fewer than 3 working days' notice</td><td>100%</td></tr></table> <p>In cases of client postponement, fees for the rescheduled work will be payable in addition to the cancellation charge. 'Working days' are defined as all days except Saturday, Sunday and statutory holidays in England.</p>	More than 15 working days' notice	25%	Between 5 and 15 working days' notice	50%	Between 3 and 5 working days' notice	75%	Fewer than 3 working days' notice	100%
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<b>INSTRUCTIONS TO COMMENCE WORK</b>	Instructions by clients to commence consultancy or training commissions will be taken by Preddy & Co as acceptance by clients of these terms & conditions of contract unless otherwise amended in writing by agreement.								
<b>RESTRICTIONS</b>	Any recommendations made by Preddy & Co will be made to the best of its ability and knowledge and will be based on information provided by its clients. It is the client's responsibility to check carefully any recommendations made by Preddy & Co with their own professional legal and financial advisers.								
<b>LIMITATION OF LIABILITY</b>	Under no circumstances will Preddy & Co be liable to clients for any indirect or consequential losses, including without limitation loss of profits or contracts. In any event (save in the case of death or personal injury) Preddy & Co's liability to a client will not exceed the amount of fees payable by the client for the project in question.								
<b>DURATION OF TERMS</b>	These terms & conditions of contract will apply throughout the duration of Preddy & Co's relationship with its clients unless otherwise amended in writing by agreement.								
<b>JURISDICTION</b>	This contract will be interpreted in accordance with English law.								
<b>&amp; THE GUARANTEE</b>	If any clients are not satisfied with Preddy & Co's work, they will not be charged.								