

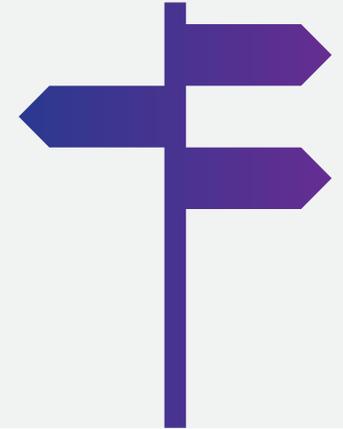
## How to get your company to exactly where you want it to be and how you want it to run, without excessive risk and personal overwhelm.

Whatever your next commercial play or end game is, one thing is for sure. The right path is yours alone. The context of your market, your company and the way YOU see the world is unique.



That's why copying other peoples journeys or **'following the system'** doesn't cut it. You need a thought framework that you and your Leadership team can use. A method to challenge yourself to create a simple commercial plan. **(which gives you the best chance of getting the company where you want or need to be).**

Working with Dave and the Clean Action Thinking® framework (**CAT**) delivers you a commercial route map for your business. No template solutions here. Everything is built from scratch allowing for who you are, what you want and where your company is. It is a series of conversations and enquiries with the team that will;



- get everyone clear on precisely what the right goals and outcomes are
- identify what resources, tools and knowledge are present or missing right now
- create a plan of what needs doing, in what sequence, by when and who
- create a culture of focussed execution, measurement and adjustment
- give the Leadership team the confidence and resilience to 'get it done'
- Create a whole new level of excitement and drive in the company



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*Dave REALLY listens; he opens up new angles; he humanises any matter; he gives unexpected and wonderfully apposite, simple advice – drawn from his vast experience and holistic understanding of it; he takes into account the people involved and where they're at now; he speaks to me on a level, and he's funny. I get so much out of every session or conversation with Dave.*

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**Lulu Crossthwaite-Eyre Managing Director:**  
*Cygnus Instruments Ltd*

# The Clean Action Thinking® framework

- 1 Create a compelling outcome – clarifying your personal objectives and then aligning five key commercial outcomes with them (**scale, consistency, optimisation, resilience, exit**).

CAT removes limitations and identifies clear personal and commercial goals. The things you



actually want rather than those you think you want (**or that others have told you to want**).

- 2 Confront Current reality - Get under the bonnet and understand the economics, market positioning, customers and the structure (**people, assets, systems and data**) of things as they are now.

CAT provides an inventory of what is



and isn't present that you'll need to get where you want to go (**you may be closer than you think**).

- 3 The path of least resistance – Establish the correct action sequence (**and an achievable timescale**) that will give you the best shot at quickly and effectively closing the gap between where the company is now and where you want it to be.

CAT removes obstacles (**real and perceived**) to getting stuff done and gives you and the team a straightforward roadmap of actions and changes to implement.



- 4 Move and adapt – Identify the measurements and checkpoints that will enable everyone to monitor progress and make adjustments to keep the plan on track.

CAT gives you the tools and motivation to keep everyone on track and committed to getting the plan done.



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Dave has a vast experience across a range of industries, his enthusiasm is limitless, and he talks plain common sense. Within a very short time, we formulated and implemented a plan to share the load and free me up. Initial results for the business and staff have been impressive, and I am much happier.



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**Peter Nisbet:**

Managing Director: Windwave Ltd

The whole process leaves you, and your team energised and focussed. You'll have the confidence to drive the company forward and the resilience to deal with whatever comes up when the plan makes contact with reality.

Dave then continues to check-in for six-nine months after to keep you on track, and to bed the new ways of working into the company.



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In the eight years, I have been involved with Dave my businesses have grown from five people producing a turnover of **£700k** to **forty-five people** and **£6m**. Dave played an important role in helping me get there and keeping me on the right trajectory.



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**Gary Livingstone: Managing Director:**

L.G.Motion Ltd, Minitec Ltd and Precision Acoustics Ltd

To understand how this rewarding and focussed work can move you and your team forward, we need a conversation. You can share your hopes and fears for the company, and Dave will show you how to get yourself moving in new motivating and exciting ways.

You can book this one-hour discovery conversation by email (**dave@sixthsensebusiness.com**) or by picking up the phone and giving him a call (**07812 148845**).