



LINTON  
HOWARD

MANAGEMENT ADVISORS

# Core Messages

# Core Messaging for Internal and External Audiences

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# Purpose

Our purpose is threefold:

- A. Increasing the valuations for businesses seeking investment or an exit by presenting a joined up, compelling and commercially credible view of the business.
- B. Building capabilities and assets in the business that have the greatest likelihood of passing detailed due diligence without triggering valuation discounts.
- C. Building management and organisation capabilities which evidence and support strategy objectives and the ability to execute with certainty.

# The Rationale

*“Selling a house for the highest possible value often requires time and money to present it well. The same goes for investment, or a sale price, for a business .....the better it is presented the higher the value achieved. Time and money spent presenting a business is readily recouped through higher valuations.”*

# What we do

1. We ensure business plans, documentation, proven capabilities and financial models join up, are consistent and provide reassurance a business is sustainable and can grow.
2. We make sure business & financial models and marketing plans and presentation materials are commercially compelling and credible.
3. We make sure documentation and management “pitches” are equally strong and relevant to target audiences.
4. We make sure investors / purchasers have a clear view of a business’s “right to win” and how they add value to their end clients.

# What we do not do

1. We are not a Capital Advisory firm who promote investment opportunities to the market.
2. We are not Brokers or Commercial Introducers (but do have a private investor network which can be leveraged).
3. We are not a Marketing or PR agency who will package presentation materials for a business (but we can guide the engagement of such specialists).
4. We are not direct financiers or private equity investors.
5. We do not work with pre-revenue start-ups.

# How we work

1. We engage deeply with our clients to support them developing high quality plans and documentation which will enhance valuations.
2. We coach, mentor and develop executive management teams (and Boards) to present a business, its value and prospects in the most compelling way.
3. We provide honest and candid assessments which enable robust advice to our clients.
4. Our high standard of integrity means we operate with “fear or favour”.
5. We work in a champion / challenger style to test / assess our clients against best practice standards.

# Why are we different?

1. We are deliberately small – our wish is to support a small number of clients with a high degree of engagement, which delivers results.
2. Integrity is very important to us – if we can not help we will always say so.
3. We do not outsource – but will recommend and manage 3<sup>rd</sup> party engagements where our clients ask us to do so.
4. We are committed to a simple truism – “our clients success should be our success”.
5. We provide discreet, honest and reliable feedback allowing key executives to safely test and refine their ideas.
6. All Linton Howard advisers have operated successfully at CEO or Chairman levels.



# How we engage?

1. We will work on a relationship basis but with each engagement specifically tailored to our clients needs.
2. We are selective – making sure we can add genuine value rather than just “winning an account”.
3. The cost : benefit equation is at the front of our minds. Increased valuations for our clients should significantly outweigh costs.
4. We know how to ask the right questions and the difficult questions – and when!
5. Our wide ranging experiences (good and bad!) allows us to see opportunities risks and solutions others might miss.