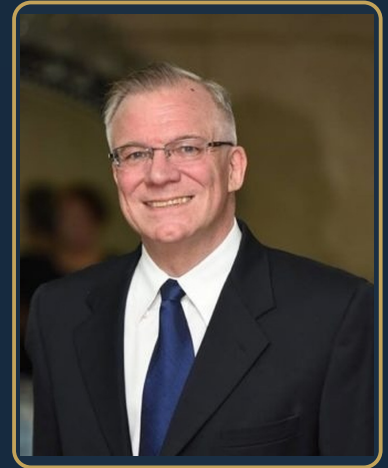


BUSINESS DIAGNOSTIC

THE \$2,500 BUSINESS FIX

A focused CEO/COO diagnostic
for founders, CEOs and business owners
when something is not working as it should.



You don't need to
know what is wrong.
You only need to know
that something isn't right.

FIXED FEE | \$2,500

THE SYMPTOMS

Something isn't working

The symptoms are visible. The cause may not be.

PROFIT

IT SHOULD BE WORKING. WHY ARE WE LOSING MONEY?

Revenue may look respectable and everyone may be busy, yet the profit simply is not there.

SALES

WHERE ARE THE SALES?

The product is good, the market exists and activity is high. So why is the pipeline not converting?

CASH

WE'RE GROWING. WHY IS CASH SO TIGHT?

Growth can consume cash faster than it creates value. The problem may sit in pricing, working capital, cost or execution.

OWNERSHIP

NOBODY QUITE OWNS IT

Responsibilities overlap, important work falls between functions and problems wait for somebody else.

LEADERSHIP

WHY DO I HAVE TO GET INVOLVED IN EVERYTHING?

Decisions, approvals and problems keep reaching the top. Is the issue delegation, capability, accountability, information - or the way the business has grown?

EXECUTION

EVERYONE IS BUSY. WHY ISN'T MORE GETTING DONE?

Meetings multiply and activity rises, but priorities slip and execution remains stubbornly slow.

The first job is not to prescribe a fashionable solution. It is to find the real problem.

A focused diagnostic, not a paperwork exercise

The work starts with the problem, not a document request. Questions frame what needs testing; then only the evidence needed to test those questions is examined.

1

Listen - I start with the problem

I begin with a substantive working conversation with the founder, CEO or principal after the engagement begins. What is happening? What should be happening? What has already been tried?

2

Frame - I define what needs testing

I separate symptoms from possible causes and identify the few questions and working hypotheses that matter most.

3

Investigate - I follow the evidence

I look selectively at what is relevant: numbers, systems, sales pipelines, workflows, customers, or live walkthroughs of how the business actually operates.

4

Test - I challenge the assumptions

I use up to three focused conversations with people close to the issue, looking for contradictions, bottlenecks and the difference between how the business should work and how it really works.

5

Diagnose & prioritize - I identify what matters

I identify the underlying causes and the actions most likely to improve performance, cash, sales, execution or risk.

EVIDENCE, NOT PAPERWORK

This is not a data-room exercise. Only information relevant to the questions being tested is requested.

WHAT YOU RECEIVE

Clarity about what happens next

The diagnostic is designed to leave the business with a practical view of four things.

01

What is working

Protect the strengths. Do not damage what already creates value while fixing something else.

02

What is not

Identify the real causes of underperformance rather than treating the most visible symptoms.

03

What matters most

Separate the critical few priorities from the long list of things that could theoretically be improved.

04

What should happen next

Translate the diagnosis into clear actions, ownership and sequence.

THE OUTPUT

A concise written diagnostic, a prioritized 30/60/90-day action agenda, and a final working session with Richard.

The engagement normally includes: a detailed CEO/founder diagnostic session; targeted investigation and live walkthroughs where useful; up to three focused stakeholder conversations; independent analysis; written findings and action priorities; and a final working session. Materially larger scope is agreed separately before work begins.

Experience across the whole business

Business problems rarely respect departmental boundaries. Richard's work has crossed strategy, finance, technology, operations, governance, people and execution.

EXECUTIVE EXPERIENCE

Built and run businesses, not merely advised them

CEO, C-suite and advisory roles across banking, technology, SaaS and international business.

FINANCE AND ECONOMICS

Commercial judgement with financial depth

Former Chief Economist, banking executive and author on business planning, finance and economics.

IMPLEMENTATION

From recommendation to execution

Experience establishing operating structures, developing products and systems, and turning plans into working businesses.

COMMUNICATION

Make complexity usable

Internationally published business author with a long record of turning difficult subjects into clear decisions and practical action.

A USEFUL PRECEDENT

“Can you implement it?”

The engagement began when a major bank approached Richard to plan the redevelopment of its retail-banking system and recommend how it should be implemented.

After accepting his recommendations, the bank asked the second question: “Can you implement it?” Richard then established and ran the development operation. The work grew into a multi-year program spanning technology, finance, recruitment, operations, international partnerships and product development.

The lesson: diagnosis matters. Implementation matters more.

Independent judgement is most useful when the real problem is not yet obvious.

THE OFFER

The \$2,500 Business Fix

A defined, confidential diagnostic. No long consulting program. No obligation to continue beyond the agreed work.

ENGAGEMENT FEE

\$1,500

Payable to commence the engagement and reserve the work.

BALANCE

\$1,000

Payable when the analysis is complete, before release of the final report and final working session.

- Fixed total fee of \$2,500 for the agreed diagnostic scope.
- No obligation to retain Richard for implementation.
- Additional interviews or analysis are quoted separately.
- Confidential and independent.
- Any implementation or specialist work is separate and optional.
- Scope and timing are agreed before the engagement begins.

Something isn't working?
Let's find out why.

Richard Stutely

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