



ATTILUS

Delivering Value Through Sustainable Change

2020



When strategic thinking, passion and highly skilled, engaged people understand each other and the business they're in, phenomenal results can be achieved. Each element alone will not deliver the best performance, market foresight or customer experience. Businesses need to be brought together and considered as one to truly maximise their potential.

ATTIUS' 'Head, Heart, Hands' business and personal growth solutions capture and develop our client's best thinking, passions and actions that unify their people to deliver outstanding results.



Introduction

ATTIUS was created to offer something unique to healthcare businesses. Our own experiences of the often singular approach of traditional consultancy services did not address the needs of the wider organisation, nor account for people and change and therefore lacked the expected results. So, we've taken a different approach.

In partnership with our client's senior management team, we optimise sales and marketing strategy, staff engagement, team dynamics and management performance across the business to deliver high-impact cost effective sustainable growth.

"We've all had to adapt in 2020 and develop new ways of thinking and working to maintain business. Project-based consultancy is a more cost efficient and attractive alternative to ongoing fixed costs. We help clients build, refine and execute great sales plans and initiatives with full drive and engagement across their teams whether they're office, field or home based."

Paul Jackson, Strategy Director.

Many of our clients are already in the growth stage and need to develop new sales, skills and people. *"The Commercial and People teams work together to sharpen the strategic and operational plan and align the organisation to be equipped for that next big growth phase."*

Helen Joy, People Development Director.

"Get people right, get business right", says Lisa LLOYD, Psychologist and Executive Clinical Advisor. We help clients understand culture, staff engagement and how to manage the change necessary for new ways of working.



About us

ATTIUS' commercial associates have many years experience leading or consulting for global healthcare organisations, SME's and start ups. Our experience is in the equipment, FMCG, supply chain, digital health and SaaS in the acute healthcare provider markets. We provide commercial and workforce improvement solutions to the Healthcare SaaS and device industry selling to the public and private Hospital sector. Based in London, we enable clients to drive sales performance, develop management skills, improve staff engagement, well-being and inter-team working. Our unique combination of industry, people, HR and clinical experience delivers a complete commercial solution to our clients. Three teams work together to deliver our professional services.




The Commercial Team is focused on bottom line growth, managing the cost base and building the sales pipeline. We bring new thinking and change management skills to release the potential that exists within our client's business and advise SMT's on infrastructure requirements to meet the future needs of the business.



The People Team deliver management training, HR services, change management programmes and individual coaching across all levels of our client's business. We provide on-going support for skills development to embed new business practice across the client organisation.



The Clinical Team advises clients on their products, development requirements, points of difference and together with the Commercial team, develop go-to-market strategies and actions. We specialise in the adult and paediatric critical care areas, inter-team communication technology and digital technologies.



Our Clinical Team are current, practising clinicians at the forefront of the critical care nursing and mental health disciplines. Our hospital clinicians are qualified level 1 nurses and our Executive Clinical Advisor holds a Master of Science in Critical Care, is a practicing Consultant Nurse and Advanced Critical Care Practitioner, an Executive Board Member for the Centre for Perioperative Care and is the Royal College of Nursing's Professional Lead for Acute, Emergency and Critical Care. Our medical advisors are Consultant Anaesthetists and Intensivists with many years of experience in the UK NHS and Private Hospital sectors.

Our Psychologist and Psychotherapist helps our clients either individually, or in teams to bring crucial insights to understand and develop the organisation's culture, adapt to change and grow personally and professionally.

HR services have come to the fore in 2020 and we understand that in many cases structural change is required to maintain the business performance and investor expectations. We help our clients to adapt and comply with the latest best practice and legal requirements and can take clients through the restructuring process if required.

ATTIUS' approach means that clients have a total commercial solution that grows business and teams, under one consultancy service.

Professional Services

Our unique approach puts people, programmes and products together to deliver maximum market impact. We connect thinking, passion and actions across our client's organisation through 26 training workshops and 10 sales, marketing and clinical services.



Sales and Marketing Services

Strategy development, new business development planning, sales channel optimisation, portfolio management, brand development and positioning, market testing and sales opportunity identification. Product launch, product management and clinical insights.

Management and Leadership

Three modular management and leadership skills programmes across 14 workshops on premise or online. Attendees are supported for 1 year. Suitable for new and experienced managers, and pre-skilling of top-performers moving into leadership roles. Presentation skills training for customer facing and internal teams.

HR and Personal Development

Leadership management, coaching and therapy. Workplace insight: an assessment of where the business is in relation to people and culture. Retained HR services including governance, HR strategy, compliance training and day-to-day employee management. Organisation restructuring.





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