



cloudbusting

**Business growth,
exit or succession**

Hands-on guidance and advice

**Are you in control of your business?
Or is the business in control of you?
No time? No plan?
No one to talk things through with?**

Mel Archbould, former MD for over 17 years, founded Cloud-Busting to work with business leaders too busy to know which way to go.



Visit Our Website

www.cloud-busting.com

Common challenges facing growing businesses

- Wrestling with tight cash flow as your business expands
- Business growing but profit margins eroding
- Firefighting Daily Problems instead of focusing on growth
- Spinning Too Many Plates & Struggling to delegate?
- Can't find the right people to join the business?

Unlock Your Business Potential with Your Bespoke Path to Sustainable Growth

Mel Archbould and her Cloud-Busting partners are here to empower you and your business on a journey to sustainable scaling and success. With Mel, you will:

- ✓ **Define Your Path:**
Clarify your long-term goals & craft a visionary Strategic 3-Year Roadmap
- ✓ **Team Empowerment:**
Learn the secrets of team development to guarantee you have the right people in the right roles.
- ✓ **Focus on Strategy & Leadership:**
Reclaim your time for strategic thinking and leadership.
- ✓ **Proactive Preparedness:**
Stay ahead of the curve, always ready to tackle challenges with confidence.

Ready to take your business to new heights or simply need some more support? Don't miss this opportunity to transform your business and enjoy the ride!

Family Businesses

Family-owned businesses face unique challenges due to the intersection of family dynamics and business operations. Are you facing some of these typical challenges?

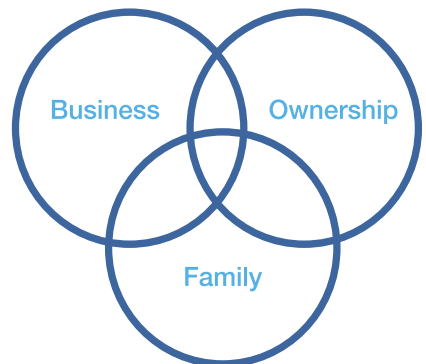
- 1. Succession Planning:** Transitioning leadership and ownership from one generation to the next is complex.
- 2. Family Conflicts:** Disagreements can arise over business decisions, roles, and responsibilities.
- 3. Lack of Professionalism:** Family businesses can struggle to separate managing the business professionally rather than like a large family.
- 4. Talent Management:** Ensure the family members are in the right roles for their skill and talent. Attracting and retaining non-family employees is difficult if the basis of promotion and recruitment is not clear.
- 5. Scaling and Growth:** Family businesses want to grow but may lack external know-how, focusing on how it has always been, relying instead upon how things ran in the past.
- 6. Preserving the Legacy:** Family-owned businesses have a deep sense of legacy and tradition but what if there is no obvious succession plan?

Mel acts as your Family-Business Compass, providing:

- Objective guidance
- Facilitating communication
- Introducing best practices
- A confidential ear and sounding-board

Your family business will learn to adapt and grow while preserving its unique family identity and values.

Having worked in a family business for over 35 years and leading it for 17 years, Mel brings expertise, her personal experience and perspective that is invaluable in ensuring the long-term success of the business



Unlock Your Leadership Potential with our MD Sounding-Board Support

In the world of business leadership, the journey can be both exhilarating and challenging. That's where Mel comes in, offering you exclusive one-to-one MD Sounding-Board support. Think of Mel as your trusted mentor, seasoned business advisor and dedicated coach all rolled into one.

Tailored Support for Your Journey

Mel understands that every business leader faces a unique blend of challenges and opportunities. Ranging from:

- Addressing pressing business dilemmas.
- Evaluating uncertain opportunities.
- Managing tricky team dynamics and personnel.
- Overcoming growth hurdles or external obstacles.

The Power of Conversation

- Gain fresh insights into challenges.
- Make informed decisions.
- Discover the 'why' behind your choices.
- Strategise effective action plans.

Consistent Accountability, Continuous Clarity

- One-to-one sessions
- Scheduled weekly, bi-weekly, or monthly
- On-line or face-to-face.

The Value of External Support

Business leaders welcome the external, confidential support offered. Mel's extensive experience and real-world examples enrich the decision-making process, making it a journey of both learning and development.

Ready to Take Your Leadership To The Next Level?... Contact us today!

Thinking of Selling Your Business?

What's Motivating Your Decision?

Are you contemplating the sale of your business? Perhaps it's time to retire, pursue new adventures, or maybe you feel you have had enough.

Selling your business is emotional.

To avoid having feelings of regret you need to feel excited about what happens next.

Book a call and learn how we can help you reach a decision. Our service includes:-

- **Creating your own Vision Board**
- **Are You Sale-Ready? Audit**
- **A Priority Focus Report + Roadmap**
- **Monthly or Quarterly Check-Ins**

We understand every business owner's journey is unique. Let's start a conversation about your goals and how we can support your next chapter.

Need Some Extra Support During The Sale Process?

A large part of the sale process is done in secret. No one in the business or your outside world knows what is going on. So who can you speak to?

You will have your trusted professional lawyers and finance team to support the sale process. But do you have someone with no personal or hidden agenda with whom you can talk with confidentially?

The process is rarely straightforward and often twists and turns can create a whole mix of emotions and challenge your decision-making. Being able to talk this through with someone helps maintain clarity and control over the process.

Mel offers this service to business owners after finding her own experience of selling the family business was a lot more traumatic and demanding than she was ever prepared for. Having someone who understood would have been very welcome at the time.

Contact Us Today to Explore Your Business Transition and Sales Process Options.



cloudbusting



Mel also offers:

- Strategic Quarterly / Annual Board Meeting & Away Day Facilitation
- Masterclass 1-2 hour workshops in Innovation, 12 Month Business Planning, De-mystifying Strategy
- Bespoke business & leadership workshops
- Speaker sessions
- Guest panel appearances relating to SME business, skills, growth & leadership

 07979 596 070

 melanie.archbould@cloud-busting.com

 www.cloud-busting.com

 [mel-archbould-cloudbusting](https://www.linkedin.com/company/mel-archbould-cloudbusting)