

## Case Study: How understanding your value proposition helps you manage the risks of growing your business



### The client

avantage is a management consulting boutique that helps clients understand and address the opportunities and challenges presented by the evolving business, regulatory and risk environments. Their clients represent many of the largest global banks and financial institutions.

### The challenge

avantage has undergone a period of rapid growth since its launch just over two years ago and has ambitious plans for continued growth. They aim to have 125 consultants and an annual turnover of £25m within five years. The senior management team recognised that it needs to build its corporate and employer brand and have compelling value propositions to influence recruitment and sales. As a firm that operates in the risk measurement and management arena they felt they should manage their own growth risks appropriately.

Futurecurve was invited to put forward a proposal for the development of advantage's sales value proposition (the means by which a firm's targets evaluate their offering) and associated message development.

### Approach and solution

To assist advantage, Futurecurve used its proven approach to the development of company and sales level value propositions, the Value Proposition Builder™. This looks at a number of areas including value and benefits as perceived by clients and the offer being positioned.



To develop avantage's value propositions, Futurecurve undertook senior interviews both with the company and with their clients.

These interviews offered avantage an independent assessment of what clients thought of them. Andrew Nord, one of avantage's founding directors, says that the interviews helped them understand the gap between their view of what they were offering and their clients' view of what they were buying. It enabled them to challenge and ultimately validate the business plan and operating model.

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*"Futurecurve has helped us clarify the steps we need to take to position ourselves exactly where we want to be in the marketplace."*

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As well as clarifying avantage's value propositions, Futurecurve developed the associated messages for both internal and external use.

## **Results and benefits**

As a result of the work Futurecurve did, they were able to help avantage clearly articulate their value proposition. This clarity has helped avantage focus on how it needs to move ahead both internally and in the market place to meet its challenging growth targets.

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*Andrew Nord says that the work Futurecurve undertook "was key for us in understanding what we need to do to demonstrate our capabilities to our chosen market. Futurecurve were refreshing to work with. They are pragmatic, professional and credible. It isn't always easy to find professional advisors who can match our professionalism but we were comfortable letting Futurecurve work with our clients on our behalf. One client even said that our using Futurecurve demonstrated our business acumen. Many of our clients valued the experience of the interview – it helped them understand the value we bring."*

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