

NORDENS
Not the ordinary

Award-Winning Business Advisors

We look after over 3000 of the UK's
most incredible companies & their owners.

Nordens Strategic Advisory

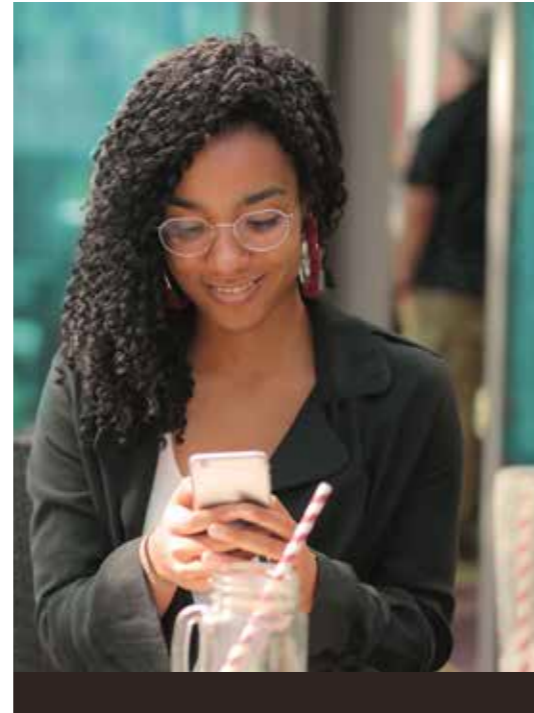
Telephone: 0208 5300 720 | Email: enquiries@nordens.co.uk

WHO WE ARE

Nordens are an award-winning accountancy and consultancy practice, covering all of the financial basics and beyond. We work as one integrated team to deliver exceptional and tailored services in audit and accounting, as well as tax, financial advisory, consulting and HR services.

Our strategic advisors and tax specialists will also help to implement strategies in ways that can grow your business through innovative ideas and embracing new technology. This means that at Nordens, we like to turn things on their heads and will always strive for the most effective solutions.

Our open-minded approach means that we remain proudly at the very forefront of the accountancy sector. We are constantly improving our services, which is integral to ours and our client's constant growth and development, achieving success in ground-breaking ways.



Think Ahead **ACCA**



Nordens Strategic Advisory

Through our experience over the years working with clients we understand how exciting it is to be starting a business, making it a success... but then what? There is no set gameplay for a business. Who do you turn to to ask the multitude of questions that you have running through your head? Sometimes that lack of direction and support is something that most business owners feel at some point. We are here with a team of people that understand what you're feeling and we're here to help.

The misconception of strategic consultancy is that it's for large, growing businesses - when actually it's for businesses of all shapes and sizes who are looking to grow, improve the way they plan or simply want something different from their business than they are currently getting. We can help you manage the complexities and challenges that come with growing and developing your business - so you can make more informed, comfortable, and ultimately better decisions.

Realise the vision you have by working with us to build your own bespoke plan that is proven to accelerate your growth. Having your clear road map in place to guide you, together with us acting as a trusted partner by your side, you will have more time to focus on what you do best, generating better results and profits in the process.

We help to make those dreams and ambitions a reality, progressing your business and personally giving you the confidence and clarity you need.

Plan today and with clear actions supported by a trusted partner like ourselves, you will shape tomorrow to make your dreams a reality.



Joe Sword, Director & Head of Strategic Advisory

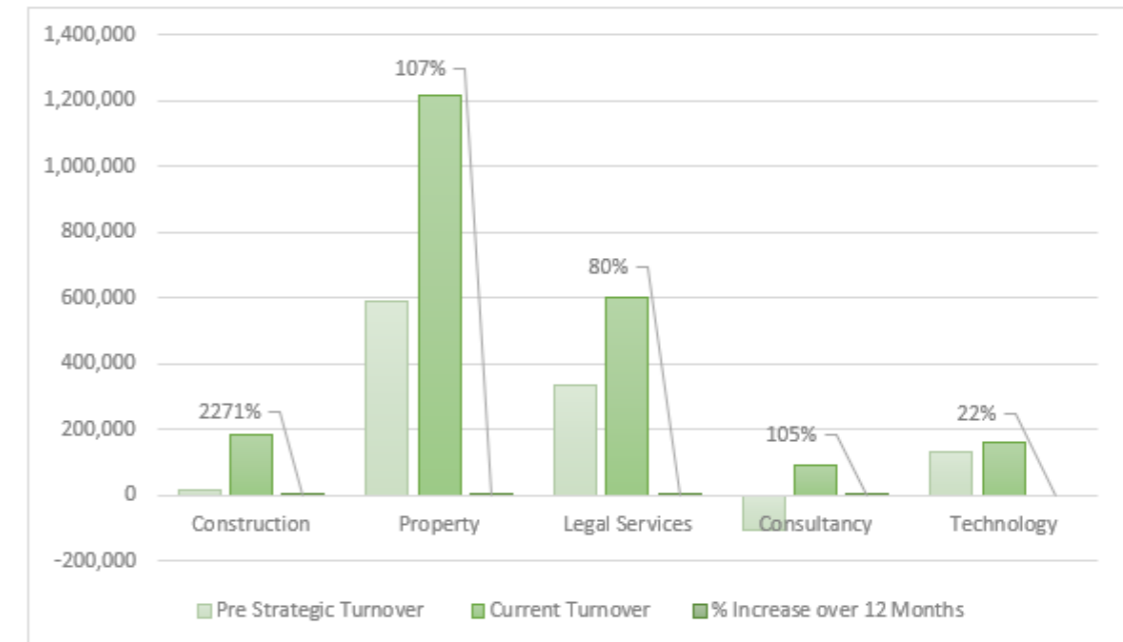
The Importance & Impact Strategic Advisory Will Have On Your Business

We have a team of specialists who work with you to understand what you want to achieve for your business and you personally as the owner, how you plan to do it. Our team bring a fresh insight, helping guide you and give you the best results possible. We offer a bespoke service to each client which includes:

- ✓ Business Strategy
- ✓ IT Strategy
- ✓ Digital Strategy
- ✓ Corporate Strategy
- ✓ Strategic Planning
- ✓ Sustainability
- ✓ Forecasting
- ✓ Coaching
- ✓ Financing Strategy
- ✓ Growth Strategy
- ✓ Business Valuations
- ✓ Scenario Modelling
- ✓ Vision & Strategy Planning
- ✓ Mergers & Acquisitions Advisory
- ✓ Recovery/Turnaround

Working with clients across all industries, Nordens doesn't take a 'one-size fits all' approach. Results vary from client to client, and as shown below, what we do works! Clients see an amazing increase

in profits after using our Strategic Advisory, as we look at both turnover and profits so we can give a much more well-rounded and balanced overview.



We have worked with clients in all types of industries helping them structure, focus and grow their business.



Releasing yourself from business-related anxieties needn't be a pipe-dream

We have huge admiration for business owners who take the leap to set up in business and have arguably already jumped one of the biggest hurdles they face, now however, with a barrage of things to do, trying to maintain the cashflow, bring in new business, build

a great team, maintain profit margins, and innovate - all whilst staying strong, optimistic and positive! We know how overwhelming things can get, and this is where the Nordens Business Advisory team come in.

We help you and other business owners to:

- Formulate a clear vision for your business including a potential exit strategy.
- Create a roadmap broken down into manageable steps to show you how you can reach your personal targets as well as your business goals.
- Prioritise your actions, so you spend more time on the most valuable things.
- Understand the key drivers within their numbers, clarifying the trends, opportunities and issues in ways you can understand.
- Consider and evaluate different sales and marketing opportunities
- Set meaningful financial and non-financial KPI's so you can track progress and performance to make sure you are on track and we will address declines before they become critical.
- Change your mindset to overcome challenges, by offering an unemotional perspective on the challenges you are facing.
- Reduce risk, by spotting declining/negative trends early and developing a strategy and plan to get you from deep in the tunnel to fully out of it.
- Build a powerful team.

We give you and other business owners:

- Direction and support, knowing you always have someone to talk to and bounce ideas off.
- Evaluations of different scenarios to consider when looking at your options.
- Finance and funding options.

We make you and other business owners:

- Accountable. Proven to help get better results, we offer dual accountability where every meeting is finished with actions for both to take away and implement.
- Aware of what the best and most successful business owners do in the situation you find yourself in.
- More successful!



“ Nordens have been our corporate accountants since we launched our business in August 2016 and their strategic guidance has helped grow our business for the past 5 years. ”



Setting Your Strategy

When we start working with you, the first thing that we will do is clarify your company vision as a business owner, we will then follow this up by setting bite-sized goals that will help you turn your vision into a reality.



I receive excellent 1-2-1 strategic business mentoring from Joe at Nordens for my manufacturing business. I leave the sessions with a clear vision of how I can improve on my business and with the right tools to do so.

Maxine Wells

Through years of working with businesses and their owners we have concluded that business success or failure centres around 7 key areas:

1. Vision & Goals

Clarity over your 'why' and 'vision', enabling you to set meaningful and achievable goals.

2. Sales & Marketing

Knowledge of sales and marketing strategies to increase exposure.

3. Mindset

A resilient mindset to thrive. Find out how your own mindset can create challenges and blockers that are currently stopping you from thriving.

4. Cashflow

A solid understanding of your cash position, this involves cash management, investment and risk strategy.

5. Profitability

The ability to analyse profitability and work on ways for you to pivot and make your business more profitable.

6. Systems & Processes

An understanding of the importance of systems and processes, and how these can be implemented into your business.

7. Team & Culture

An understanding of how to develop your team and culture, helping to build a successful organisation that aligns with your vision and values.

Building Your Business

Corporate Finance & Business Funding

Strategic transactions – acquisitions, IPOs, mergers and alliances, debt and equity deals – can enhance competitive advantage and shareholder value.

Our experienced strategic team offer hands on assistance through the process of raising capital, from initial assessment and strategy to successful execution. Using clear and consistent communications, we help you develop and strengthen shareholder support for the deal. We produce financing strategies, which include identifying and evaluating financing options and help you select these to create the optimal capital structure for your business.

With the breadth of lenders we work with, we are confident we can find options for most/all eventualities, whether that is funding to expand and grow or to sustain and stabilise.

Strategic Tax Planning

Creating and setting up a new joint venture or business combination requires specialised skills, not only to assess the legal and tax environments but also analyse capital market provisions in the local environment. Our tax advisors will take a detailed overview of your business as it is now and based on your future plans and goals, provide solutions that minimise the taxation both you and the business would pay.



Now is the time to adapt, change to a different gear and begin to grow, take your business to the next level.

OUR SERVICES

- 
Business Forecasting
- 
Business Turnaround
- 
Company Secretarial
- 
Cloud Accounting
- 
Corporate Finance
- 
FD Services
- 
HR Services
- 
Digital Transformation
- 
Management Accounts
- 
Self Assessment
- 
R&D Tax Relief
- 
Merger & Acquisitions
- 
Specialist Tax Advisory
- 
Vision & Strategy Planning
- 
Strategic Advisory

Over the last 3 years, Nordens have offered us strategic advice to stabilise the growth of our business. The team are very reliable and always willing to help. I would recommend Nordens to anyone who needs guidance.

Stan Owusu

“ Having trusted advisors with a breadth of experience and expertise will help you navigate the evolving risks and capitalise on opportunities to allow you to achieve your goals ”

We're Here To Help

Working with many businesses over the years we understand that each one is unique and wants to achieve very different things. Our strategic advisory service is bespoke to each client, whether this be on an ongoing or project by project basis, to ensure that you have the help you need.

We can give you the confidence in your plans and support you along the way, giving you everything you need to know to make those informed decisions.

If you would like to chat with one of the team about your business and how we could help with those time consuming, stay-awake issues, please give call us on 020 8530 0720 or email us at enquiries@nordens.co.uk

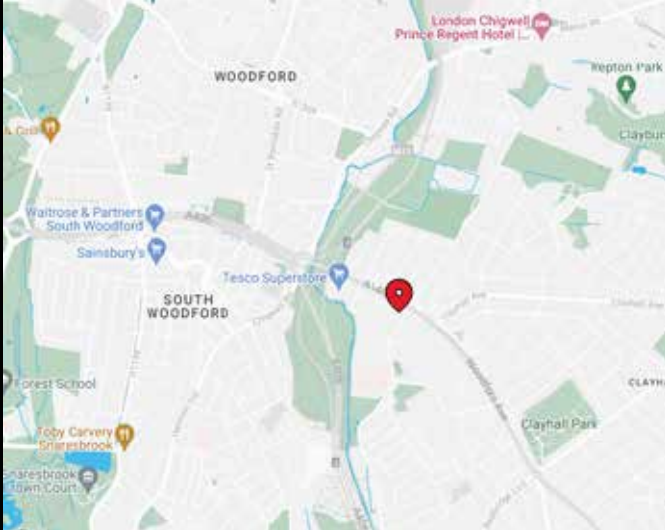
Thank you,

Nordens

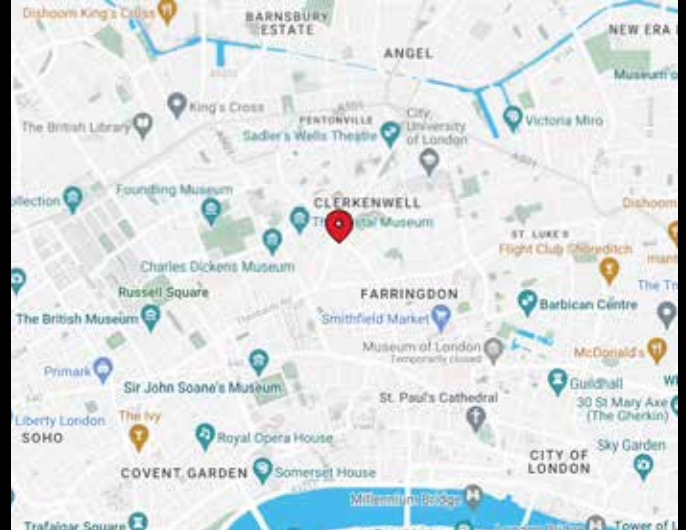
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[Our Locations - Click here for more info](#)



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