

NEW
BOOK

The essential ingredient for start-up success: Strategy

THE PLAIN AND SIMPLE WAY TO DEVELOP THE STRATEGY YOU NEED TO GROW YOUR BUSINESS TO THE NEXT LEVEL

'Entrepreneurs lack one precious commodity: time. This book - short, sharp, clear, lively, engaging - breaks that deadlock.'
GRAHAME HUGHES, FOUNDING DIRECTOR, HAVEN POWER

Strategy
Plain and Simple

3 steps to building a successful strategy for your startup or growing business

Vaughan Evans



Strategy Plain and Simple: 3 Steps to Building a Successful Strategy for Your Start-up or Growing Business is published by FT Publishing, priced £14.99

ABOUT THE AUTHOR

Vaughan Evans is an independent strategy consultant specialising in strategy and business planning for business clients and strategic due diligence for private equity.

He has written many successful business books, including the bestselling The FT Essential Guide to Writing a Business Plan and its sister book The FT Essential Guide to Developing a Business Strategy. His Key Strategy Tools, a compendium of the 88 most important tools in strategy, is aimed at the more advanced business strategist.

An economics graduate of Cambridge University and an Alfred P. Sloan fellow with distinction of London Business School, he worked for many years at management consultants Arthur D. Little and investment bankers Bankers Trust. He is an inspirational speaker and the author of *Stand, Speak, Deliver! How to Survive - and Thrive - in Public Speaking and Presenting.*

For more information go to www.vaughanevansandpartners.com

At a time when just 53% of UK start-ups survive beyond their first three years¹, it seems many entrepreneurs are failing to get their basic strategy right from the start. The reality is that many business leaders are so busy in the day-to-day running of their company that taking time out to write an effective business strategy is a luxury they think they cannot afford. Today, more than ever before, every business needs a robust strategy that can withstand the trials and tribulations of shifting market demand, customer needs, supplier constraints or competitive challenge. And when it comes to raising funds, one of the first questions any aspiring entrepreneur will face from potential backers is: What is your strategy? How do you plan to take your business from where it is today to where you want it to be tomorrow? Help is now at hand for busy entrepreneurs from an accessible new guide, *Strategy Plain and Simple: 3 Steps to Building a Successful Strategy for Your Start-up or Growing Business*. Unlike most books on strategy, which are written by academics for business school students, it is tailored specifically to meet the needs of time-pressured entrepreneurs, so they can digest what they

need to know on a single train or plane journey or during their daily commute.

With vivid real-life examples (from Italian ice cream and Spanish beer to American Christmas trees and a Canadian adultery website), practical solutions and a jargon-free approach, *Strategy Plain and Simple* cuts to the very essence of what the entrepreneur needs to know about strategy. It guides them towards business success with a simple, 3-step process:

- Understand the market
- Gain competitive advantage, and
- Balance risk and opportunity.

The author, Vaughan Evans, is an independent strategy consultant who has specialised in strategy and business planning for businesses large and small over four decades. He has advised hundreds of financiers on whether or not to back businesses, gaining insights which have made his *The Financial Times Essential Guide to Writing a Business Plan* a category best seller.

Source: *Entrepreneurship Research Centre study* (<https://www.ft.com/content/e3c745c4-88d8-11e7-afd2-74b8ecd34d3b>)

READY TO SPEAK TO THE MEDIA:



Vaughan Evans

Vaughan Evans is a highly experienced and engaging speaker. He is the author of *Stand, Speak, Deliver! How to Survive - and Thrive - in Public Speaking and Presenting* and is available for interview, comment or by-lined articles on a range of topics, including:

— Strategy in a nutshell: 3 steps to a robust business strategy

— Strategy Checklist: What every business strategy should include

— Top 10 Dos and Don'ts of business strategy

— Mind the gap - spot the strategic gap

— Getting past first base: Wow angels and VCs with a knockout business strategy

— Don't let bad strategy lead to start-up failure

— How to create lasting competitive advantage

— Strategy for success: three plain and simple steps to build a winning start-up strategy