

**From client brief to successful
outcome; back to basics to
ensure you both win**

Who am I?

Been in the Business, Marketing, Tech industry since 2003

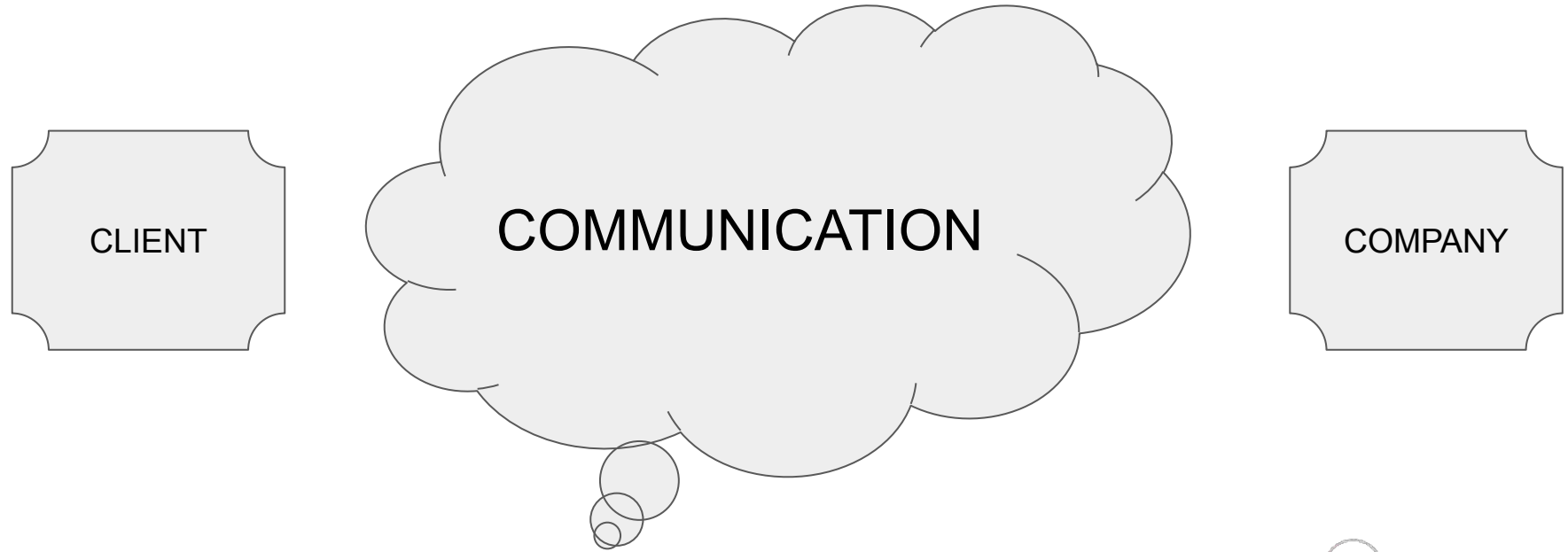
Winner of an IoD Small Business Director of the Year 2014

Consultant for Digital Transformation

Owner of Digital Agency, Copper Bay

Owner of two Online Software (SaaS) products for the service sector and property sectors.

The Problem



Communication

Email

Phone

Social / Phone Messaging

Ticking Systems/PM Systems

Face to Face / Video

More Problems

Language / Interpretation

Understanding / Knowledge

Management / Expectations

The Bigger Picture

Understand the Client's Overall Objectives

How Does Your Work Fit In?

Advice & Help

The Brief

Email / Message

High Level

Low Level

Contracts

The Solution

Meetings & Time

Clear Written Briefs

Manage Expectations

Agile Working

Slow Down

Aftercare

Final Tip

We win lots of projects because;

we take time to sit down, meet face to face in person,

we talk about the bigger picture,

we create clear briefs and manage expectations,

we expect change

we invest in aftercare