CJA CONSULTING
PROFESSIONAL SERVICES ADVISORY

I give leaders the tactics to grow their business, and I make sure they act on them.

SOUND FAMILIAR?

- "We don't know where to start."
- "We're not sure where to focus."
- "We need more clients."
- "We need a new website," or "We need to sort out our LinkedIn."
- "We need to hire someone to do this."
- "Most of our work comes from word of mouth, and it isn't enough."
- "We're too busy doing the work to go and find more of it."
- "It all rests on one or two of us."
- "I'm good at the work, but I'm no good at selling it."
- "We want to break into a new market, but we don't know how."

These are usually symptoms. I work out what is really holding the business back, recommend what to do about it, and make sure it gets done.

HOW I WORK

1. I work out what is holding the business back.
2. I recommend the tactics.
3. We agree them.
4. I keep you accountable.

WHO I WORK WITH

The leader responsible for growth: the founder, a partner, or the head of a practice or division inside a larger firm.

THE FIRMS

Firms where the people who do the work also have to win it, such as law firms, accountants and consultants, from five people to five hundred.

WHERE WE WORK

Based in Dubai. I work with firms in the UAE, the wider Gulf, the UK and the US, and help UK and US firms enter the Gulf.

"Chris gave us an objective view of what we could offer internationally and how we were going to sell it."

Carly Caton, Partner and International Healthcare Lead, Browne Jacobson

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HOW TO START

Start with a free 30-minute call. I will listen, ask the right questions and tell you what will help most.

CLARITY SESSION

The first step is a Clarity Session of up to 90 minutes. We work out what is really holding the business back, and within five working days you have a short written note setting out what to do next.

GROWTH FOCUS DAY

If you want to go further, the next step is a Growth Focus Day. I do the preparation, we work through it together in one session, and you leave with three written decisions: which clients and markets to focus on, which relationships bring in the work, and a 90-day plan with named owners. Part of the Clarity Session fee is credited if you book within 14 days.

AFTER THE PLAN IS AGREED

I keep you accountable for what we agreed and work with your team and suppliers where needed. If you need senior commercial leadership but are not ready to hire, I can step in part-time to set the plan and build or lead the team that delivers it.

WHAT YOU LEAVE WITH

Depending on where you start, you leave with:

- A clear view of what is really holding the business back
- A plan with named owners and deadlines
- The tactics to fix it, agreed with you
- Someone keeping you to it

WHAT CLIENTS SAY

> "We came away with a stronger understanding of where to focus our time and resources, and a more structured approach to achieving our long-term objectives."
> **Alan Dorgan, CSP Group**

NEXT STEP

Book a free 30-minute call: calendly.com/cjaconsult/30min



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