

Mentor Profile

Mentor Name **Simon Lamb**

Pen Portrait

Simon is a business performance coach and mentor working with start ups, micro businesses and established businesses helping them to grow through removing barriers to growth and developing innovative strategies. Simon is well qualified with a life time of experience, in a broad range of industries, which is available to help other companies to achieve their goals whether they be increased sales and profitability, improved work life balance or just reduced levels of stress.

Being part of a four man team delivering £10m plus Gross Value Added and 60 jobs to businesses in Yorkshire since 2007.

What is an organisation other than you would not you see as the perfect one and why?

The search continues; Tom Peters discovered that what is perfect today is less so tomorrow.

What is an organisation that you would not you see as the perfect one and why?

Sir Clive Woodward who used his successes on the rugby field to inspire businesses to win.

Many companies have barriers to growth and need help to find the way forward. This is what I do and I get a buzz from their success.

An American business colleague, now sadly dead, who showed me that business acumen and personal integrity, can live side by side.

Professional Qualifications:

BSc Mechanical Engineering (Hons) - University of Bath; MBA Marketing & Management - University of Warwick Business School; Chartered Engineer; Member Institute of Marine Engineers; Chartered Marketer; Fellow Chartered Institute of Marketing; Fellow Chartered Management Institute; CMI Diploma in Strategic Business Coaching - Coventry University

Experience:

Simon has extensive experience of working with all sizes of SMEs, including start-up, micro and fully established businesses at the highest level which provides him with a key skill to understand issues quickly and then assist an organisation to unblock barriers to growth through the development of innovative strategies. He has been working since 2001 as a business performance coach, consultant & mentor specialising in strategic change in organisations and has worked with hundreds of organisations in that capacity.

Simon has worked with clients within many sectors (including voluntary and social enterprise) in start-ups, business planning, strategic change, performance improvement, feasibility studies etc. Simon is a coach and mentor for NBV, High Growth East Midlands, MAS EM & Yorkshire, Connect Yorkshire as well as for his own private clients. He is an EMDA Business Champion and Non Executive Director.

Skills and Expertise:

Simon has over 30 year's business experience. He has broad knowledge of business development, strategy and growth and has spent the last 10 years advising small companies and start-ups, specifically at Board level, on a wide range of matters. He has an MD level background in an international plc and has personal experience of entrepreneurial activities, enabling him to bring insight and transferable skills from a structured corporate environment as well as from an investor/founder perspective. He combines a strategic approach with practical, workable solutions.

Simon always delivers - his track record with About-turn Interim Management Ltd demonstrates his ability to assist his clients achieve turnaround, profitable growth and culture change within start-ups, manufacturing, engineering and service businesses. Simon has also helped not-for-profit organisations such as charities, social enterprises and voluntary and community bodies in order to develop sustainable approaches to operational, financial and organisational issues.

Simon brings proven expertise and professional qualifications in engineering/manufacturing and in sales and marketing, and is an accredited MAS specialist, coach & consultant. In these capacities he has assisted many manufacturing firms deliver growth through performance improvement, strategic change, planning and the implementation of lean solutions.