



## **SOME BUSINESS TESTIMONIALS**

I worked with Elaine on a complex and business critical project for the London Borough of Hillingdon, Legal Services Department. She was incredibly impressive combining practical hands on advice to our mutual client with sound decision making methodologies. Elaine is an excellent communicator both in writing and face to face, she combines authority with personability and I do not hesitate in giving her the highest recommendation.

**Craig Chaplin, Partner at Halliwells LLP**

"Elaine proved invaluable not only to the team, but to me personally as an advisor on some of the most difficult issues I have faced. I would certainly recommend Elaine for a variety of roles and responsibilities and I would certainly employ her again if faced with similar situations"

**Kirk Wilkensen, Vice President, Seagram Global Shared Services – Europe**

Thank you so much for your help and support in respect of our current project in bringing together 3 accounting firms to operate as one, with the same values and goals, understood and 'lived' by all. .... In helping us to understand the individual profiles of each of our senior team members you have given us the tools, resources and 'know-how' to adapt each of our roles to best suit both our personal needs and those of the business to the maximum.... Well done and I hope you continue to make as huge a difference to other companies, as you have done for over 10 years.

**Andrew Botham FCCA Chief Executive, Mayes Business Partnership Limited**

" I would unfailingly recommend Elaine; she would be my first choice should any other assignments arise ..."

**Simon Cramond, Director, Seagram Global Shared Services - Europe**

"She has a unique ability to quickly grasp the strengths and weaknesses of any business function. Elaine matches her intelligence and highly developed business skills with a charming nature that builds teams and unifies managerial thinking. Unquestionably a great asset for any assignment"

**Ron Fogelman, Senior Vice President**

**International Sales & Development, Universal Pictures International (London)**

"I enjoy working with you and like your refreshing approach. You appreciate



that the best way anybody can help themselves is by helping others first "

**Roger Wass, CEO, PalsZenith**

"Elaine coached the firm superbly during a time of vast change. She gave me the confidence to take steps and make decisions that I struggled with on my own. I am grateful to Elaine for providing us with practical and sound coaching advice which has led the firm, and us personally, to a new level of growth."

**Michael Rogers, Senior Partner, Ames Kent Solicitors**

"Please keep up the good work"

**Peter Rowe, Director General, Institute of Credit Management**

"I shall be only too pleased to recommend you"

**Senior Partner, Essex Law Firm**

"...thank you for the time and effort you put in to assist us with our Credit Control Procedures. ...the achievements we have made are mainly attributable to the advice you gave us"

**Finance Manager, Centrepont Homeless Charity**

"I have been looking for somebody like you for months"

**SB, London**

"..she has obviously made a big impact on the firm.."

**Finance Director, Top 5 UK Law Firm**

"Very useful to meet with you...talking things through definitely re-enforced my views on my future direction and led to a full and frank discussion on our objectives... you have also shifted my opinion to get started"

**J.E., Suffolk**

"..thank you for your contribution.."

**Managing Partner, Big 5 Global Accountancy Firm**

" we have been very pleased with your advice and input ...and found you to be quick to appreciate what we regard as important and the characteristics of our particular practice. Your advice has been sound and practical, whilst sensitive to the nature of our clients"

**Management Partner, London Law Firm**



"I felt really inspired by your enthusiasm for life and your view on it. Thank you"

**JF , London**

"..you've done a good job... ..thanks for all your work.."  
**Senior Manager, Big 5 Global Accountancy Firm**

"...I cannot thank you enough for your support and help.."  
**Managing Director, Top 10 UK Law Firm**

"..... an important contribution....professional performance"  
**Director of National Learning & Development, Big 5 Global Accountancy Firm**

"...made a tremendous contribution to the [Billings & Credit Control]department"  
**Finance Director, Top 10 UK Law Firm**

"..those of us doing appraisals this year have picked up a number of tips that will enable us to be more rewarding and effective"  
**HR Partner, Essex Law Firm**

"..thank you...the [Credit Management] course was extremely helpful....the discussions afterwards gave....further insight into telephone techniques"  
**Credit Manager, Top 20 UK Law Firm**

"...thank you...I found it [Money Laundering Seminar] very informative..."  
**Major Account Manager, Dun & Bradstreet International**

" I enjoyed the...Roadshow very much...I thought it was tremendously well done and gave a simple and very courteous and helpful explanation to all concerned about how the Finance Department could help...and the procedures generally"  
**Managing Partner, Top 10 UK Law Firm**

Profiling has brought some science to the art of recruitment for me and my clients. We never hire without profiling and insist we profile the job and the candidates. As a result, we have a very strong small team that brilliantly execute the roles. And by the way enjoy their jobs too. I can also point to several clients who have seen the 'fit' for jobs improve which is impacting in the success of their business. Thank you, Elaine, for your guidance.

**Paul Shrimpling, Founder and CEO Remarkable Practice**

"Elaine's personality profiles have helped our team members in getting to know ourselves better and also understand the dynamics of our team as a whole. Having experienced the



benefits of profiling first hand, we continue to encourage our clients to benefit from team profiling in our work as business advisers.

It helps us in our approach to communication with our clients and maintaining more enjoyable and productive relationships with them. This is key to a business looking to 'stay close' to its customers in order to be able to create the difference they are looking for in their lives.

In terms of our business consultancy work, profiles benefit our clients in a number of ways.

Firstly, we are able to provide the science to aid their decision making when considering a shortlist of potential new team members. Helping them employ personalities who enhance their teams and subsequently their businesses benefits us too, of course. We also use profiling as part of our own recruitment process.

Secondly, profiling is a very useful tool when reviewing organisation structures and roles with our clients. For instance, it can highlight where a team is unbalanced in terms of personality types and would benefit from the introduction of a leader or person adept with selling. It helps them understand why they may clash with certain colleagues – something very powerful in a small business. The small businesses we work with often include spouses or family members working together, so profiling not only helps them in business but also on a personal basis.

When our clients can see and appreciate these factors, they can make well-judged decisions and take appropriate action. It boosts their team harmony and drives their business success. And when our clients are happy and successful, so are we."

**Dee Gerrish, Marketing and Business Consultant, Clear Vision**

Lewis Ballard have been using a DISC Profiling Questionnaire as part of our recruitment process for over 5 years. We find it very useful in helping to source the right people for the different job roles we have available.

As a growing business, we experience a lot of changes and personality profiling helps us check the adaptability of the candidate to see how they would cope with these changes.

Profiling also helps us to identify their compliance and attention to detail, which as we are a firm of accountants, is key in many of our roles. However, because of the way we interact with our clients it's also important to understand their levels of influence, supportiveness and drive to see how they will fit our company style.

Profiling has helped us to put people into the right positions in our company, and has played an important part in helping us to become an award -winning business.

**Johanna Dellay, Lewis Ballard Accountants and Business Consultants**



We always use DISC profiling to help us establish the person's suitability for a role and recommend that our clients use it too. The reason we know that it works is that we have used it on existing team members and the profiles produced were a very close match to what we knew were their behaviours and included the managing director, middle management and technicians.

This information gives insights that could not work out for ourselves and helps us with making sure that team members do what they are best at and in some cases providing them with more challenging and rewarding assignments that we did not know they could handle. For interviewing prospective team members, profiling means that we can be better prepared and are able to ask better questions eliminating some of the risk of a new hire.

**Andrew Price, Founder Andrew Price and Co Business Consultants**