



# GENERATOR<sup>®</sup>

Define. Deliver. Fast.

A Better Way of Working in  
this New World of Business

[www.gotogenerator.co.uk](http://www.gotogenerator.co.uk)



Generator works with ambitious  
businesses to resolve complex situations

For Mid-Market Investors and Leadership Teams

Define. Deliver. Fast.

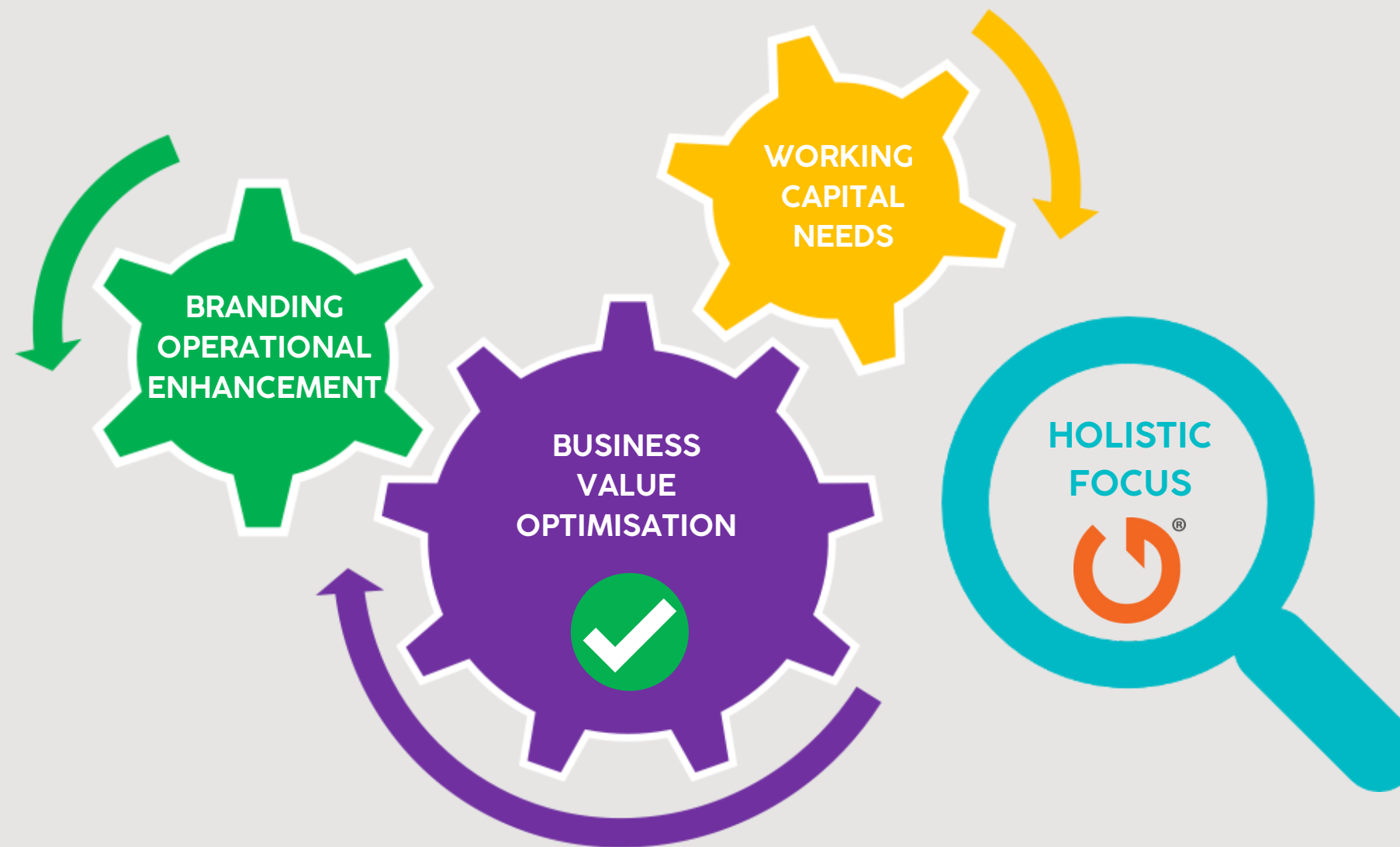
# ARE YOU LOOKING FOR...

- ✓ Experts to help identify the root causes of your challenges?
- ✓ A director-level team to work sensitively, closely and confidentially to maximise your opportunities?
- ✓ A team approach to quickly tackle the issues individuals may miss?
- ✓ Responsive and bespoke services?
- ✓ Active staff engagement, insight and mentoring to build capability, not drain it?
- ✓ Reassurance that every penny spent will be on your business?



# WHO ARE WE?

- GoTo Generator comprises multi-function senior specialists who collaborate in teams to deliver value-based outcomes
- We work across the industrials, infrastructure, leisure, services, distribution, supply chain and retail sectors
- 'Generators' work closely with clients to provide commercially-driven solutions
- We deploy fast and effective operational and balance sheet improvements in recovery to high growth situations



# WHAT WE STAND F**O**R

We turn the consultancy model on it's head.

We are:

Trusted Advisors

as well as

Trusted Implementers

who will help you get the results  
you want for your business, fast.

Honesty

Respect

Teamwork

Partnership

Results

Focused





We deliver value, fast.

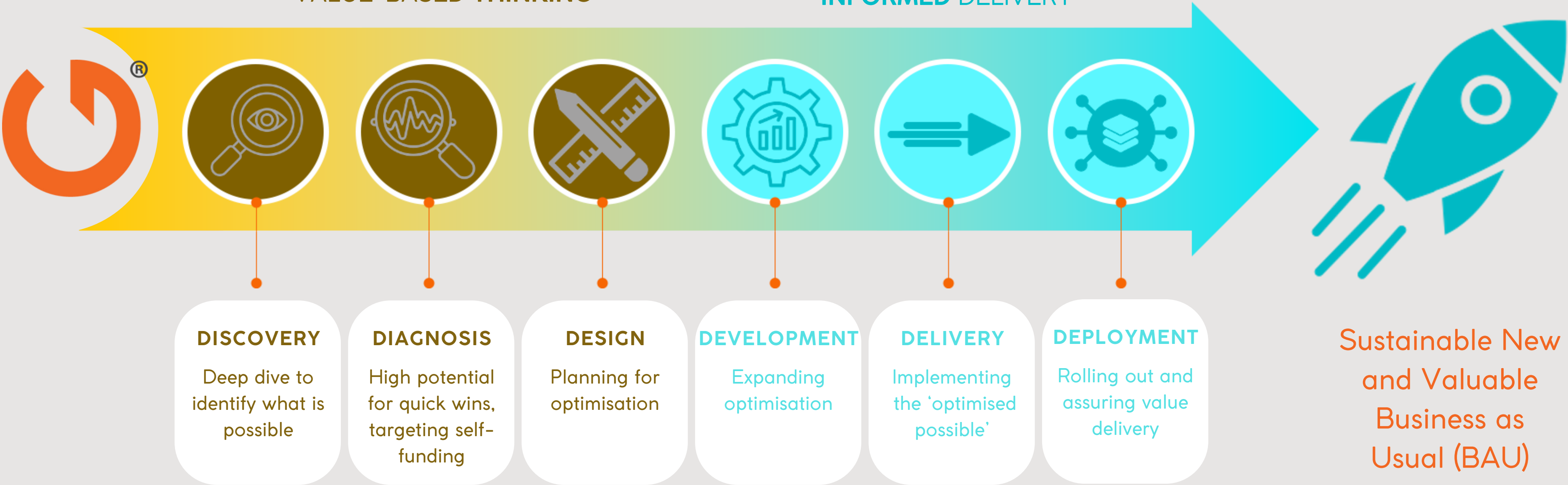
Define. Deliver. Fast.

# OUR SYSTEMATIC APPROACH TO DELIVERING VALUE

ACHIEVING THE RIGHT COMMERCIAL DECISION-MAKING APPROACH

VALUE-BASED THINKING

INFORMED DELIVERY



We operate an expertise-based model which means the senior specialists who take on projects PLAN, EXECUTE and DELIVER the projects



# WE ARE TRUSTED TO DELIVER THE RIGHT RESULTS



Define. Deliver. Fast.

BUSINESS STORIES  
MEDICAL DEVICES

AT A GLANCE

CHALLENGE

- Stressed financial position
- Approaching bank covenant breach
- Inexperienced, demotivated finance team

BENEFIT

- Re-energised finance team
- De-stressed financial position
- Reduced supply chain payments pressure



"This was a great project to work on and the results speak for themselves.

The fact that we achieved £5M+ cash over forecast, exceeding bank compliance needs, and avoiding a PE debt injection was a great outcome for the client."

SIMON JONES  
Generator

CHALLENGE

A unit of a large privately-owned medical devices firm faced working capital constraints and were heading towards breaching their banking covenant. With an inexperienced and demotivated finance team, they didn't know how to turn their position around and return to financial health.

SOLUTION

- ✓ Supported the incumbent Finance Team to conduct a full staff, structure, and process review.
- ✓ Introduced the Finance team to the innovative Kanban method to improve debtor and creditor processes and controls.
- ✓ Proved the case for rapid Operations and Procurement Director appointments.

BENEFIT

RE-MOTIVATED TEAM

With proper processes and controls in place, the Finance Team were re-motivated, energised and better equipped for the future.

IMPROVED FINANCIAL POSITION

Improved controls allowed payments to be collected resulting in a de-stressed financial position for the unit.

RESULT

Once implemented, the solutions we implemented with the client resulted in the collection of £5M+ cash over forecast which exceeded bank compliance needs. This meant the client avoided a PE debt injection, released supply chain payments pressure, and didn't breach its bank covenant.

G2G@gotogenerator.co.uk

www.gotogenerator.co.uk

£5M+

Cash generation from tactical cash levers



Define. Deliver. Fast.

BUSINESS STORIES  
AIR CONDITIONER MANUFACTURER

AT A GLANCE

CHALLENGE

- Year-round demand of products
- Outgrown current facility
- Needed space to keep stock

BENEFIT

- Reduced order lead-time
- Reduced inventory
- Synchronised production
- Demand met downstream



"This manufacturer thought it needed a new warehouse facility to store excess stock so it would be ready for demand peaks.

Instead, we introduced systems that reduced their order lead-time and allowed them to efficiently meet demand."

MICHAEL MORRIS  
Generator

CHALLENGE

A Saudi manufacturer of large chillers, medium and smaller sized air-conditioning units were growing to meet the year-round demand of their Middle Eastern consumer market. They had outgrown their current facility and were looking to build a large warehouse to fill with stock.

SOLUTION

- ✓ Worked with the client to create the design/layout of a new factory instead of the warehouse to deliver-to-demand from there.
- ✓ Helped the client deploy Mixed Model flow lines and synchronise production of the copper and sheet metal components to seamlessly meet demand from upstream.

BENEFIT

LEAD TIME

Component production was synchronised, reducing order lead time.

SAVINGS

Having helped the client increase capacity to deliver-to-demand we were able to help them reduce inventory and save money.

RESULT

Order lead time was reduced by 70% and a reduction in inventory provided first year cash savings of \$18m with a \$2m annualised saving thereafter.

G2G@gotogenerator.co.uk

www.gotogenerator.co.uk

£18M

Cost savings



The right team with **y**our team.

Define. Deliver. Fast.

Our Generators are a Strong Team of Experts  
with passion for Hands on Delivery



Simon Jones  
Business Growth



Maria Pombo  
Transformation &  
Diversification



Michael Morris  
Working Capital



Andy Dobson  
Lean Operation &  
Supply Chain



Aileen Hudson-Hay  
Human Resources



Helen Cooper  
Brand Strategy



Stuart McMillan  
Technology &  
Automation

# OUR SERVICES

Our teamwork makes your investments work



Business  
Transformation,  
Change and  
Diversification



Business and  
Brand Renewals



Mergers and  
Acquisitions



Sustainability, Net  
Zero and ESG

END-T-O-END  
SOLUTIONS  
CAPABILITY



**GENERATOR<sup>®</sup>**  
Business Strategy & Finance

Strategy Design & Delivery  
Sustainable Target Operating Models  
Business Renewal & Restructuring  
Avoidance of Insolvency  
Mergers & Acquisitions  
Finance Transformation



**GENERATOR<sup>®</sup>**  
Brand Strategy & Marketing

Brand Strategy  
Brand Repositioning  
Consumer Insights  
Collateral Design  
Product Innovation  
Product Lifecycle Management



**GENERATOR<sup>®</sup>**  
Sales & Business Development

Commercial Strategy  
New Channel Development  
Customer Retention Interventions  
Sales & Marketing Effectiveness  
Sales Training  
Export



**GENERATOR<sup>®</sup>**  
Operational Performance

Lean Process Improvement  
Operations & Supply Chain  
Warehouse & Logistics  
Working Capital & Cashflow Management  
Demand & Capacity Management  
Management Controls & Reporting



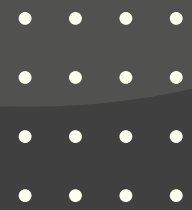
**GENERATOR<sup>®</sup>**  
Organisation Development

Change Planning & Delivery  
Post-merger Integration & TUPE  
Leadership & Engagement Culture  
Environment & People  
Motivation, Coaching & Mentoring  
Legal & Compliance



**GENERATOR<sup>®</sup>**  
Technology & Automation

Strategy & Future Operating Model  
Ideation & Value Discovery  
Systems Analysis & Data Integrity  
Process Optimisation & Automation  
Governance & Maintenance  
Operations Alignment



Great outcomes  
start with a chat

---

[clientservices@gotogenerator.co.uk](mailto:clientservices@gotogenerator.co.uk)

+44 (0)203 761 2803

[www.gotogenerator.co.uk](http://www.gotogenerator.co.uk)



Generator's Suggested Outline Engagement Approach and  
Industry Focus Presentations are available on request

