

**If you're looking for an engaging seminar or a practical workshop leader with a natural ability to hold an audience's interest, and who can speak on helping managers and business owners tackle today's challenges look no further.**

**A new workshop for tough times...  
...How to Keep Your Business Moving Forward in Tough Times with a  
BREAKTHROUGH Strategy.**

CALL it a recession; call it a depression – but whatever you call it, the economic picture these days is a tough one. What is required is value creation and firm action to achieve it. This workshop provides the practical shifts that can be taken by managers and business owners to sustain revenue and margin in the tough times we're in.

"If you're interested in finding out how to sell more product to your customers and realising greater margins in a difficult trading environment, I highly recommend Andrew Pearson's 7 Shifts. It contains fresh and valuable insights for people committed to the development of their businesses."

**Andy Short, Director, Jack Aluminium, Coventry, England**

"...Andrew's workshops are conducted with professionalism and provide managers and owners with the practical action points they need to find and carry forward new business opportunities."

**Chris Knock Managing, Director, ADER programme**



**Anyone can see that Andrew Pearson really enjoys sharing his wealth of experience in developing business.**

Andrew works with directors, owners and managers helping them achieve advantages in business strategy, management and marketing.

On this brand new workshop, **How to Keep Your Business Moving Forward in Tough Times with a BREAKTHROUGH Strategy**, delegates will learn to:

- Turn conventional strategic thinking on its head and re-invent the rules of the game
- Create and exploit a superior offer of value for customers
- Create a new game plan and achieve competitive differentiation
- Leverage strategic assets that add more value to their value based offers
- Create a supportive organisational environment of creativity
- Create a practical action plan, before they leave

### **Want more information?**

Please [click](#) here to see what the event is all about and download a **FREE** copy of **7 Shifts to a Breakthrough Business Strategy for Tough Times**, for the background.

**Unique Business Results *plus* ...**



Andrew Pearson learned about business development at Bibbys, the oils and animal feed business, before setting up his first business aged 26. He steered this to market leadership and a turnover of £11m in 6 years. He then worked in key advertising, marketing, and management positions in the U.K. before joining Cargill in Eastern Europe and setting up UBS Unique Business Strategies, his own coaching and consulting business, in 2000.

Since then he has evolved highly successful coaching programmes and participative learning events, designed to tackle major issues of the day, which are filled with his enthusiasm, knowledge, tips and stories to help business owners and managers build successful business strategies.

We look forward to hearing from you.

With best wishes



**Andrew M. Pearson**

### **The Strategist's Choice**



unique business strategies  
making good business even better

T : 01280 8445966

E : [andrew@uniquebusinessstrategies.co.uk](mailto:andrew@uniquebusinessstrategies.co.uk)

W: [www.uniquebusinessstrategies.co.uk](http://www.uniquebusinessstrategies.co.uk)

**P.S. Click this [spot](#) download further programme details**

