

LAURIE YOUNG – KEY CONSULTING THEMES

- Professional Service Firms *Facing the erosion of traditional barriers to competition and clients who are becoming more demanding*
- Partnerships going public *Evaluating the challenges of moving from private to public ownership in terms of strategy, decision-making and culture*
- Telecommunication Network Operators *Facing an ever more competitive environment with a need to create revenue from added value services*
- Telecommunication Equipment Suppliers *Changing from a product orientated proposition to a more service dominated approach*
- Computer Companies *Moving from a product to a service based proposition, in response to diminishing profit margins and often adding consultancy skills to their business*
- Utilities *Needing to transform their core service from a commodity, improve standards of customer care and face up to new forms of competition*
- Business to Business service providers *Moving from geographic to genuinely sector-focussed marketing strategies*
- Head Hunting, Recruitment & Management Consultancies *Adjusting to the introduction of professional buyers and Management consultancy buying disciplines*

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