

SPRING NEWSLETTER



THE SQUARE PEG POLO CHALLENGE

We hope you have received an invitation to the second Square Peg Polo Challenge on **Sunday 29 June** at **The Sussex Polo Club, Crawley Down, West Sussex**.

After having to postpone last year from July to September due to the weather, we are hoping for better luck this year!

Our event in September 2007 was a great success and many of our friends and clients had the opportunity to experience this wonderful game for the first time.



Sunday, 29th June

Strategy into Action

No-one could fail to be impressed by the sight of four tons of horse and rider thundering across a field in the English countryside on a sunny day. The excellent commentary by members of the Sussex Polo Club helped to initiate the newcomers into the mysteries of the game.

Children were entertained with a bouncy castle, activity corner and ice-creams and everyone enjoyed their picnics by the side of the field.

At the end of the afternoon the draw was made for free polo lessons and was won by 14-year-old Eilish Smith, who thoroughly enjoyed her one-to-one tuition session two weeks later. This year's event will also give one of the guests the opportunity to win a lesson with a polo professional – you don't even need to have ridden a horse before!

For further information, visit our website at www.squarepeg.com

SQUARE PEG – ADDING VALUE IN THE RIGHT PLACE AT THE RIGHT TIME

Highlights of some of the clients we have supported over the past few months.

European Private Equity Carve-out – Square Peg is the lead change consultancy to a Pan-European FMCG company as it becomes independent of its household name parent. The project is on-going and Square Peg team members have provided specialist expertise in the areas of: project management; change management; cross-cultural facilitation; training planning, design and delivery; communication and incident management.

New Pan-African Business Start up – Business planning and research combined with branding, design and creative elements to provide a wrap-around business support package for this new non-for-profit enterprise.

Global M&A Training – Square Peg provided M&A training to a global media organisation focussing on pre-deal and post-deal integration issues. A participant commented that the course provided “good examples and exercises and was well-tailored to meet our needs”.

Pan African Strategic Forum – Square Peg facilitated the 8th biannual meeting of a Pan African Strategic Forum for a global franchise business. This three-day meeting periodically convenes in non-African markets perceived to

demonstrate industry best practice. For this reason the 8th meeting took place in Bucharest, Romania, providing the opportunity to witness top class market execution and post-merger integration in action. The Square Peg team played a key role in planning, content design and facilitation, making this, according to one client “one of our best sessions ever”.

Contact phoebe.dunn@squarepeg.com or 07881 825648 for further details

FINANCE DIRECTOR'S FORUM ON THE ORIANA

Recently, Square Peg leadership addressed a group of senior Finance Directors on board the Oriana on the subject of **Strategic Leadership: Balancing Risk and Reward**. This focussed on the way that organisations often inappropriately invest significant resources into their strategic planning and management processes. This diverts executive focus away from the real emerging issues and the need to run the business in step with its changing environment. The session presented recent research that focuses on the interaction of strategic leadership, planning and the creation of value in times of change.

NEW APPOINTMENT AND RESEARCH AT KINGSTON UNIVERSITY

Square Peg Managing Director, Doug Ross, has recently been appointed to the Advisory Board of the Faculty of Business and Law at Kingston University.

The appointment reflects the importance which Square Peg places on the research and strategic thinking which must inform all the work we do with clients. It is also in line with our desire to encourage the young people who will be our business leaders of tomorrow.

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