



PRESS RELEASE

15th January 2010

THE RIGHT CONSULTING SUPPORT IS MONEY WELL SPENT – TOP EXECUTIVES SAY SO!

The announcement of the UK Institute of Business Consulting (IBC) Awards has seen global boutique consulting firm **Square Peg International** recognised for its work in keeping **Birds Eye Iglo Group** (BEIG) in business as it separated from Unilever.

Square Peg, which took the lead-change consultant role in BEIG's separation from erstwhile parent Unilever, was awarded both Practice of the Year (under 30 employees) and Best International Project - for its work with the European frozen food giant.

GREAT CONSULTING DRIVES VALUE

Value - The professional body's seal of approval

The slashing of consulting spend during the economic downturn had many smirking over advisory fat-cat come-uppance. But the recent IBC Awards bucked that trend to recognise and reward 'exceptional **service, value and quality**' in business consulting during tough economic conditions. To even be considered for an award, winners had to be nominated by clients and also to demonstrate great value for money and true expertise.

Value - The client's glowing praise

Commenting on the scale of the separation project, BEIG Director, Operations, Tania Howarth said *'This project was nothing short of the complete re-platforming of all business activity. Failure was simply not an option, so I hired Square Peg over other Big 5 and boutique firms for their extraordinary commitment to partnership, great work and client value'*.

Value - The multi-national track-record

Square Peg are business consultants focused on change. Their clients include some of the world's largest brands and in the six years since foundation, they have combining leading edge research with real-world, pragmatic support for clients in over 20 countries. Square Peg helps leaders and their organisations put strategies into action by providing what they call 'an integrating force' between Strategy, Leadership and People'.

GREAT CONSULTING PARTNERS WALK IN THEIR CLIENTS' SHOES

Keeping the fish-fingers flowing

With the separation of Birds Eye Iglo Group from Unilever, (known as Project Pioneer), the business had to re-platform all its activity from telephony to reporting, across eight European countries. This was change at every level of the organisation, across 8 countries (UK, Ireland, France, Belgium, Netherlands, Portugal, Austria and Germany).



As change consultants, Square Peg's brief was to ensure BEIG people were 'ready willing and able successfully to switch to the new operating environment' with minimum business disruption. In practice it meant 1,800 users, 7 languages, 3 factories and interfaces with 100s of suppliers, customers and logistics providers!

BEIG Director, Operations Tania Howarth summarises the contribution that excellent change management made to Birds Eye's success. *'Our people certainly were excellently engaged and very well prepared and we certainly did transition remarkably smoothly to the new operating platform. And Square Peg provided significant value well above and beyond that brief. Just one example of the huge value they added was in their managing the change process so as to instil our new corporate values of individual responsibility and entrepreneurship. **That is exceptional change management.**'*

GREAT CONSULTANTS PUT THEIR REPUTATION ON THE LINE - EVERY DAY

Experienced consultants know when to push – and push back

Prompted by the recession many a professional has rebranded themselves as a 'consultant', but with a minimal client list (often only the previous employer) and little experience as an external partner, the temptation is to play safe. Seasoned consultants on the other hand – like those recognised by the IBC - know when to push back on the client and put their reputation at risk every day.

True partnerships demand exceptional support and trust

In the words of Tania Howarth: *'What I value above all in Square Peg International, and what I believe commends them as winners, is their unique style. All their people were 100% focused on delivering excellent results for BEIG through pragmatic, proactive and hands-on work. They are certainly 'grafters' but they can also deliver frank and dispassionate advice – particularly when a stressed-out Director, Operations is not inclined to hear it. Square Peg people really do embody the values championed by IBC and captured in their phrase 'Clear Thinking, Straight Talking'.*

Great consulting – excellent investment

2010 will be a make or break year for many organisations but belts are still tight, and leaders expected to do more with less. If executives facing once-in-a-career challenges invest in external support they need to be sure they will get excellent work and top quality partnership. They need to know that it will represent great value.

Commenting on the value inherent in quality consulting, Square Peg International Managing Director, Doug Ross said *'Pioneer was a high stakes investment requiring a high seven-figure budget. Although Square Peg's overall engagement represented only 1.67% of the total client spend, it was credited by our executive sponsor with ensuring the level of success achieved - proving that great consulting really can be an excellent investment'.*

Great consulting - professionalism recognised

Celebrating the double win, Doug Ross comments *'Square Peg does really great work, and make a difference whenever and wherever our clients need us, and we have some fun along the way. So it's fantastic that our professionalism and value have been recognised by **two** IBC awards'*



READ MORE

To view the winning case studies:

http://www.squarepegint.com/peg_board/case_studies/index.php

COMMENT & INTERVIEW

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Requests for comment from Doug Ross or Tania Howarth must also be directed to Phoebe Dunn

About Institute of Business Consulting Awards

The Awards are our chance to give something back to the members who consistently and repeatedly offer a level of excellence that surpasses client expectation and the industry standard. When they first started, the Awards were simply a way to say "well done", but the current financial climate has given them a new significance as many consultants have fallen victim to dwindling budgets and the ensuing potential famine.

Lynda Purser, director at the Institute of Business Consulting endorsed the excellence showcased by IBC practice Square Peg International: *"IBC is proud to promote case studies of good practice especially when it demonstrates the great value that consultancy can bring to organisations, which is imperative to our economy at a time of uncertainty. Square Peg International's achievement of two IB Consulting Awards is truly outstanding considering the stiff competition faced in both of these award categories. It shows that independent recognition of competence is essential and not surprisingly, many consultants within Square Peg International are Certified Management Consultant Award (CMC) award holders – the ultimate mark of a quality consultant"*.