

Discover your business's Hidden Gold



With Andy Bass, author of *Start With What Works: a faster way to grow your business*

'*Start With What Works* is a gamechanger for those who want to accelerate their business growth with greater inspiration and less risk and frustration.'

NANCY MACKAY, Founder, MacKay CEO Forums

Your business has Hidden Gold – resources that are overlooked, under-appreciated and untapped. You can find them and use them to grow faster and with less risk.

In this presentation Andy Bass show you:

- How we miss hidden resources – biases and thinking traps
- Three lenses for identifying your Hidden Gold
- How to create new value by recombining what you've got already
- Ways to tap into the insights of your employees and your customers
- How to discover and spread 'internal best practices.'

In order to do this, he provides proven questions and frameworks that you can use at your next leadership team meeting.



Leaders are usually great problem-solvers. They spend a lot of time looking at what's NOT working and fixing it. That's important, but it risks missing big opportunities, because problem-solving is only about restoring past performance, not about raising the bar.

'Andy helps you see resources and talents you have already, but just haven't got around to using properly or fully enough. The process creates excitement among employees, because the process honours their expertise and abilities.'

ROONEY ANAND // Former CEO, Greene King plc; Senior Independent Director, Morrisons plc

Andy Bass

Andy helps businesses grow faster by using resources they have already. Leaders in 30 industries have consulted Andy, including executives from Rolls Royce, L'Oreal, Deutsche Bank and IAC Group as well as many SMEs. He has worked in the UK, US, Mexico, Scandinavia and China. He is a former MacKay CEO Forums Chair.

Andy has taught leaders at the Oxford Saïd, Warwick and Aston Business Schools and sits on advisory boards for SMEs in the Silverstone Tech Cluster. He has a PhD in computer science.

Outside work, Andy has dabbled in the dangerous world of stand-up comedy (with decidedly mixed results!), and played lead guitar in a *Rush* tribute band.

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