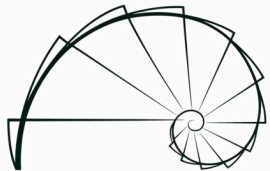


# YWH LTD

## Growth with Purpose Products & Services Guide

**Build Business Value. Create Freedom in Life and Business.**

Strategic advisory for ambitious UK business owners building valuable, sellable companies.



YWH Ltd | Growth with Purpose



## INTRODUCTION

# Who This Is For

## Your Current Situation

This guide is for UK business owners with **£2M–£20M revenue** who are:

- Building for eventual exit (2–10 years)
- Stuck at strategic inflection points
- Working too hard IN the business instead of ON it
- Wanting freedom, not just revenue growth

## What We Do

We help business owners systematically increase the value of their business—which in turn gives them freedom in life and business.

Your business value is determined by potential buyers and investors. The more valuable your business, the more options you have: sell when you choose, bring in investors from strength, step back whilst the business runs, fund the life you want.

# Five Ways to Work Together

Depending on where you are in your journey and what type of support you need:



## Complimentary Introduction

Explore fit



## Strategy Session

Single focused conversation



## Thinking Partner Subscription

Ongoing strategic access



## Business Freedom Framework

Structured programmes



## Tailored Solutions

Bespoke facilitated sessions

This guide explains each option in detail so you can choose what fits your current needs.

1 COMPLIMENTARY

# 30-Minute Exploration Call



## £0

**Investment**

No obligation

## 30

**Minutes**

Focused exploration

A focused, no-obligation conversation to explore:

- Where you are in your business journey
- What you're trying to achieve
- Which offering makes sense for your needs
- Whether we're a good fit to work together

## What Happens on the Call

This isn't a sales call. It's a genuine exploration of whether I can help you and which pathway makes most sense.

### We'll discuss:

- Your current situation and challenges
- Your goals for the business and yourself
- Which of the five offerings might fit
- Whether my approach aligns with what you need

## After the Call

You'll have clarity on:

- Whether working together makes sense
- Which offering to start with
- What the next steps would be
- No pressure to commit

☐ This conversation is about exploring fit, not making decisions. Take your time to consider what's right for you.

# Single Focused Conversation

**£300**

Investment

**60 min**

Duration

A one-time strategic conversation to address a specific decision or challenge you're facing right now.

## When to Use This


- You have a specific decision to make
- You want to experience how we work before committing
- You need outside perspective on a particular challenge
- You're not ready for ongoing engagement

## What You Get

- 60 minutes of focused strategic thinking
- Direct input on your specific situation
- Actionable recommendations
- Clear next steps

## Topics We Can Address

- Strategic decisions (scale, sell, pivot?)
- Leadership challenges
- Customer or revenue issues
- Organisational structure questions
- Exit planning considerations
- Any business decision where you're stuck

 This session is ideal for testing the working relationship whilst addressing a real business challenge.

# Ongoing Strategic Access

For business owners who need a flexible and regular support to tackle the issues of high impact.

You face strategic decisions regularly: *Scale or sell? Hire this person? Enter new market? Fix this problem first?*

You don't need a 12-month programme—you need someone to support your decisions when needed.

## Plain Subscription

**£5,000/year or £500/month** — Regular strategic conversations with flexibility

## Platinum Partnership

**£2,500/month** — Expanded access plus structured value building



# Plain Subscription

£5,000/year or £500/month (12-month commitment)

## What You Get

- **Strategic Conversations**
  - Up to 2 sessions per month (24 per year)
  - 60 minutes per session
  - Use as needed throughout the year
- **Monthly Reflection Newsletter**
  - Written insights from business owners challenges
  - Themes and patterns observed
  - Questions to consider
  - Delivered monthly
- **Priority Access**
  - First access to Business Freedom Framework programme slots
  - Priority booking for sessions
  - Faster email response (24 hours)
- **Programme Discount**
  - 20% discount on all Business Freedom Framework programmes
  - If you decide you need deeper structured work



## Best For

Business owners who:

- Need regular strategic thinking partner
- Prefer flexibility without structured programme
- Want ongoing access for decisions as they arise
- Value the relationship over time

## How It Works

01

Subscribe for 12 months (£5,000 annual payment or £500 monthly instalments)

02

Book sessions via shared calendar (48 hours advance notice)

03

Use up to 2 sessions per month as needed

04

Receive monthly newsletter

# Platinum Partnership

## £2,500/month (12-18 month commitment)

### What You Get

Everything in Plain Subscription, PLUS:



#### Expanded Strategic Access

- 4 sessions per month (48 per year)
- Quarterly 2-hour review sessions (8 hours per year)
- **Total: 56 hours per year**



#### Structured Value Building

Work systematically on Business Freedom Framework within your monthly hours:

- Strategic clarity and customer profitability
- Sales systems and leadership development
- Quarterly Value Builder diagnostics (8 value drivers)
- Exit preparation and succession planning



#### The Flexibility

You can deviate from programme work anytime.

"Can we talk about recruitment strategy this month instead of working on the programme?" *Absolutely.*

This gives you room to address urgent issues whilst still making systematic progress on building business value.

### Best For

Business owners who:

- Are ready for systematic value building
- Want the flexibility to address urgent issues as they arise
- Need both strategic thinking partner AND structured transformation
- Are serious about exit preparation over 12-18 months



#### What Makes This Different from Just Doing Programmes

**Platinum Partnership = Subscription + Programmes + Flexibility**

You get ongoing relationship, systematic value building, AND ability to use your hours for whatever's most important each month.

**Traditional programme:** rigid structure, must follow the plan

**Platinum Partnership:** structured foundation with flexibility to adapt





□ BUSINESS FREEDOM FRAMEWORK

# Structured Programmes for Building Business Value

For business owners who need focused, intensive work on specific value drivers —not just ongoing conversations.

These programmes solve specific problems systematically. They're project-based, time-bound, and deliver concrete outcomes.

## Base Level

£4,000–6,000

Focused Programmes

## Gold Level

£6,000

Comprehensive Diagnostics



BASE LEVEL

# Focused Programmes

**Investment: £4,000–6,000 | Duration: 6–8 weeks**

Choose **ONE** Focused Programme to address your most pressing challenge:



## Strategic Clarity Programme

**£4,000–5,000 | 6–8 weeks**

Clarify your strategic direction, customer focus, and competitive positioning



## Sales Growth Programme

**£5,000–6,000 | 6–8 weeks**

Build systematic, scalable sales processes that reduce acquisition costs



## Leadership Development Programme

**£5,000–6,000 | 6–8 weeks**

Develop leaders who can operate without you and drive growth



# Strategic Clarity Programme

£4,000–5,000 | 6–8 weeks



## The Problem

You're at a crossroads. Multiple directions possible. Unclear which path to take. Need outside perspective to think strategically about the future.

## What We Address

- Who is your customer?
- What do they genuinely need?
- Which part of that need are you targeting?
- Where do they currently get that need satisfied?
- What is your product/service to satisfy that need?
- At what price? What level of service?
- How do you win in your market?
- Scale or sell? Pivot or double down?

## You Get

- Strategic clarity diagnostic (current state assessment)
- Target customer definition
- Value proposition and positioning
- Competitive advantage identification
- Strategic options analysis
- Clear decision framework
- Implementation roadmap

## Best For

- Stuck at inflection point
- Considering major strategic shift
- Business has plateaued, not sure why
- Need to refocus or reposition

# Sales Growth Programme

£5,000–6,000 | 6–8 weeks



## The Problem

No real sales system. High customer acquisition cost. Inconsistent results. Can't scale sales team. Ad hoc approach to acquiring and serving customers.

## What We Address

- Where do you engage with target customers? (channels)
- What is your customer acquisition cost?
- What is your sales process? (documented or ad hoc)
- Who are the actors? (roles, responsibilities)
- How are they selected? (hiring criteria)
- Can you scale the team? (succession planning)
- What is your product pitch and pricing?
- How often do you discount?
- How do you handle customer complaints and product improvement?
- How is post-sales relationship managed?

## You Get

- Sales system diagnostic (current vs. needed)
- Customer acquisition cost analysis
- Sales process design (systematic and scalable)
- Team structure and hiring criteria
- Product pitch and pricing discipline
- Post-sales management system
- Implementation roadmap

## Best For

- High CAC, need to optimise
- Inconsistent sales results
- Can't scale sales without founder
- Revenue growth has stalled

# Leadership Development Programme

£5,000–6,000 | 6–8 weeks



## The Problem

Leadership team can't operate without owner. Weak decision-making. Poor delegation. Team lacks strategic thinking. Owner is the ceiling on growth.

## What We Address

- ☐ What are current leadership capabilities and gaps?
- ☐ Can they make decisions without you?
- ☐ What's your leadership style and how does it help/hinder?
- ☐ What capabilities are needed for next growth stage?
- ☐ How do you develop current leaders vs. hire new ones?
- ☐ What's the succession plan for key roles?
- ☐ Are you developing leaders or doing their jobs?

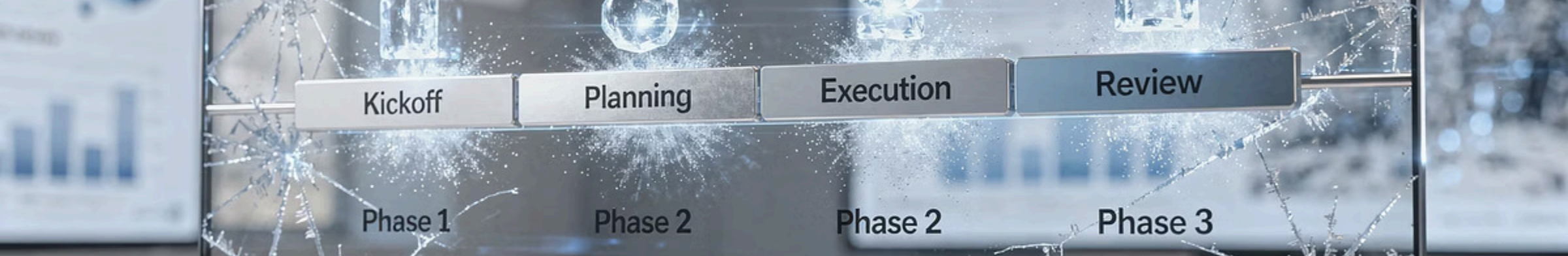
## You Get

- Leadership capability assessment
- Individual leader development plans
- Org structure recommendations
- Decision rights and governance design
- Owner extraction roadmap (how to step back)
- Succession planning framework
- Implementation roadmap

## Best For

- Team can't operate without you
- Business growth limited by team capability
- Preparing for next scale or exit
- Need to extract yourself from operations





# Base Programme Structure

## All Base Level Programmes Follow This Format

### Format & Time Together

**Duration:** 6–8 weeks, intensive focus on ONE area

**Total time together:** 12–16 hours

#### Initial Diagnostic

2 hours session

1

2

#### Three Working Sessions

2 hours each

3

#### Final Implementation Planning

2 hours

*Plus: analysis, design, and documentation between sessions*

### Investment & Outcomes

**Your Investment:** £4,000–6,000 depending on complexity

#### What You Walk Away With:

- Problem diagnosed deeply
- Solution designed together
- Implementation roadmap (detailed first 90 days)
- Tools, frameworks, and playbooks
- Capability to execute independently

#### For Subscribers

**Plain Subscribers:** 20% discount (£3,200–4,800)

**Platinum Members:** Often integrated into monthly hours (no additional charge)



GOLD LEVEL

# Comprehensive Diagnostics

## Investment: £6,000 | Duration: 8 weeks

Choose **ONE** Comprehensive Assessment for deep analysis and strategic clarity:

### Exit Readiness Diagnostic

**£6,000 | 8 weeks**

Comprehensive assessment of your business value, exit options, and readiness for sale or transition

### Leadership & Team Diagnostic

**£6,000 | 8 weeks**

In-depth evaluation of leadership capabilities, organisational structure, and succession planning

# Exit Readiness Diagnostic

£6,000 | 8 weeks



## The Problem

You're considering exit in 2–5 years but don't know if you're ready. What would a buyer actually see? What's blocking value? What needs to be fixed before you can exit on your terms?

## What We Assess



### Buyer's-Eye View

- What's your realistic current valuation?
- What would buyers question or discount?
- Where is value being blocked or destroyed?
- What risks would concern sophisticated buyers?



### Exit Options

- Sell to strategic buyer or financial buyer?
- Management buyout or family succession?
- Hire professional operator and step back?
- What's realistic given current state?



### Value Drivers

Using Value Builder methodology, we assess 8 key drivers:

1. Financial performance and quality of earnings
2. Growth potential and market position
3. Switzerland structure (runs without owner)
4. Cash flow predictability
5. Differentiation and competitive advantage
6. Customer satisfaction and concentration
7. Recurring revenue and contracts
8. Hub & Spoke (owner dependency)

## You Get

- Complete Value Builder assessment
- Current valuation estimate and range
- Buyer perspective analysis (what they'd see)
- Gap analysis (current vs. potential value)
- Prioritised action plan (next 6–12 months)
- Strategic roadmap to exit readiness

## This Diagnostic Is Relevant Whether You're Planning To:

- Sell the business outright
- Put in place succession plan for family or management
- Hire professional operator to run whilst you step back

*All three scenarios require the same foundation: a business that's valuable, scalable, and independent of the current owner.*

## Best For

- Considering exit in 2–5 years
- Want rigorous outside-in assessment
- Need to know what to fix before approaching buyers
- Wondering "what's my business actually worth?"

# Leadership & Team Diagnostic

£6,000 | 8 weeks



## What We Assess

### Leadership Capability

- Can your team make sound decisions without you?
- Where does decision-making break down?
- What capabilities exist vs. what's needed for next stage?
- Individual leader strengths and development needs

### The Problem

You've been working on building value, but now need to know: can your organisation genuinely scale without you? What capability gaps exist? What structure is needed for next stage?

### Organisation Structure

- Is current structure appropriate for your stage?
- What roles are missing?
- How do responsibilities and decision rights need to clarify?
- What governance systems are needed?

### Succession & Scale

- Can you scale to 2x revenue with current team?
- What succession pathways exist for key roles?
- How do buyers view your leadership bench strength?
- What processes need documentation?


## You Get

- Leadership capability matrix (current vs. needed)
- Individual development plans for key leaders
- Optimal org structure for next stage
- Governance system recommendations
- Succession planning framework
- Clear priorities for next 12 months

## Best For

- Revenue plateaued because team can't lead without you
- Preparing for significant growth or exit
- Org structure clearly wrong but don't know how to fix it
- Want to extract yourself from day-to-day operations





# Gold Diagnostic Structure

## Both Gold Level Programmes Follow This Format

### Format & Time Together

**Duration:** 8 weeks, comprehensive assessment

**Total time together:** 8–12 hours

#### Kickoff & Data Collection

2 hours

#### Team Interviews

2–4 hours (if applicable)

#### Results Presentation

2 hours discussion

#### Strategic Planning Session

2 hours

### Investment & Deliverables

**Your Investment:** £6,000

#### What You Walk Away With:

- Complete diagnostic report (20–30 pages)
- Gap analysis with specific findings
- Strategic roadmap for next 12 months
- Clear priorities (what to address first)
- Decision: implement yourself or engage Platinum Partnership

#### For Subscribers

**Plain Subscribers:** 20% discount (£4,800)

**Platinum Members:** Often integrated into quarterly review hours

# Bespoke Facilitated Sessions

## Investment: £1,500/day or fixed fee | Duration: tailored based on needs

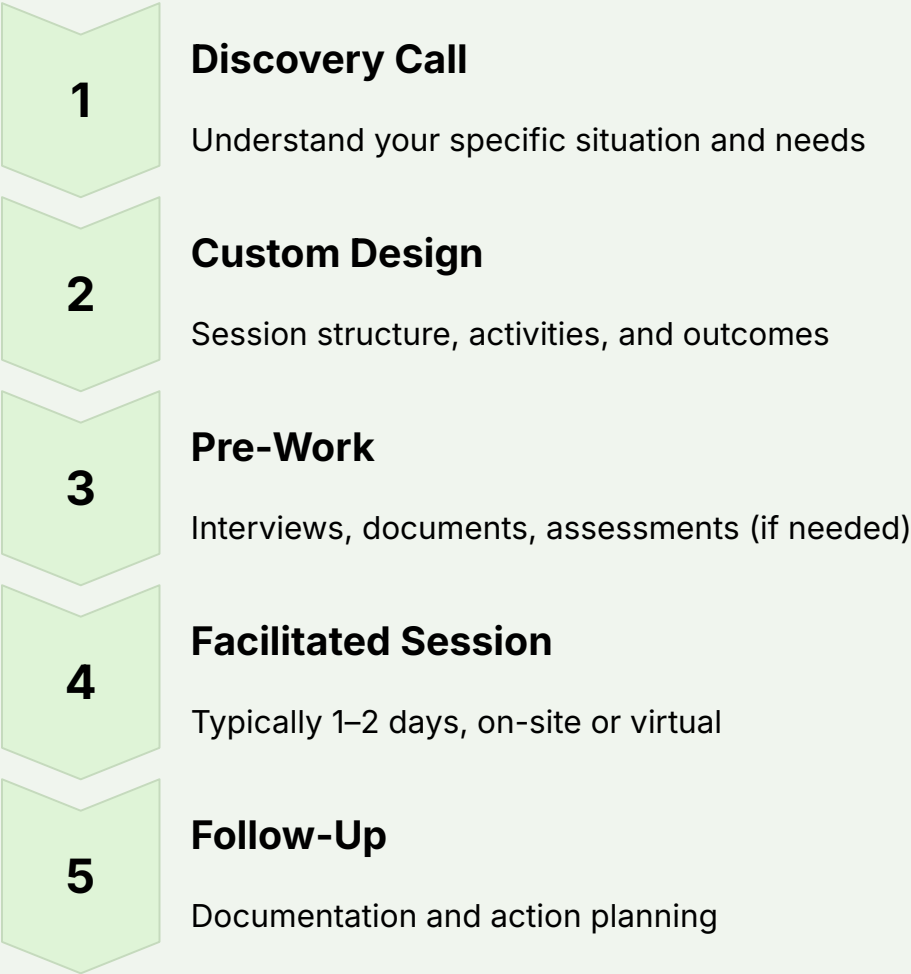
### What This Is

Custom-designed facilitated sessions for specific situations that don't fit standard programme structure.

### When to Use This

- **Strategy offsite:** Facilitated strategy session with leadership team
- **Exit planning:** Intensive session to design exit approach
- **Leadership retreat:** Team development or conflict resolution
- **Decision workshop:** Major decision requiring structured thinking
- **Succession planning:** Family business or management transition design
- **Partnership resolution:** Addressing partner conflicts or restructuring

### How It Works



### What You Get

- Bespoke session designed for your specific need
- Professional facilitation bringing out best thinking
- Structured process for complex decisions
- Documented outcomes and action plans
- Follow-up support as agreed

### Pricing

- **Day rate:** £1,500/day for facilitation
- **Fixed fee:** For multi-day or complex engagements, quoted based on scope
- **Travel:** If on-site facilitation required, travel expenses additional

### For Subscribers

- **Plain Subscribers:** Priority booking and preferential terms
- **Platinum Members:** Can sometimes integrate into monthly hours depending on scope

### To Discuss Tailored Solutions

These are designed in conversation based on your specific needs.

**Email:** [homy@ywhltd.com](mailto:homy@ywhltd.com)

# How to Choose

## Decision Guide



### **Not sure where to start?**

Book complimentary 30-minute introduction call



### **Ready to experience the work?**

Book £300 strategy session



### **Need ongoing strategic partner?**

Explore Thinking Partner Subscription



### **Have specific problem to solve?**

Explore Business Freedom Framework programmes



### **Have unique situation?**

Discuss tailored solutions



# About Homy Dayani-Fard

## Strategic Adviser for Ambitious Business Owners



I help UK business owners build valuable, sellable companies that create freedom in life and business.

I combine three disciplines: strategy consulting, leadership coaching, and M&A advisory.

“

### 20+ years strategic consulting

(IBM, EY, Booz & Co)

I understand strategy, competitive positioning, and how businesses actually work at scale.

“

### 15+ years executive coaching

(Oxford University Saïd Business School)

Designated coach for MBA graduates. I understand leadership, psychology, and how people change.

”

”

“

### M&A and exit planning expertise

(Value Builder Certified Partner, Partner at Oxpera Advisors)

I know what makes businesses valuable to buyers and investors.

”

**The result:** Strategic thinking + leadership development + exit preparation, fully integrated.

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## My Working Style

### 30–50% talking time

I'm not a pure coach who only asks questions. I bring 20 years of strategic experience. I offer ideas and solutions. I challenge your thinking. I help you decide.

### Implementation-focused

Frameworks and insights matter, but execution matters more. I help you get things done.

### Direct and honest

I tell you what you need to hear, not what you want to hear. But always with your best interests in mind.

### International perspective

Iranian-Canadian-British background gives me unique cultural insights on money, business, and freedom—particularly valuable for UK business owners' complex relationship with wealth and exit.

# Background

## Credentials

### ICF Professional Certified Coach (PCC)

Top 6% of coaches globally

### Value Builder Certified Partner

Exit readiness specialist

### Oxford MBA

Saïd Business School

### PhD Computer Science

Technical foundation

## Career Highlights

- 20+ years strategy consulting with Fortune 500 / FTSE 100 companies
- 15+ years coaching senior executives and entrepreneurs
- Designated career coach, Oxford University MBA programme
- Worked in 20+ countries across three continents
- Published researcher in AI and software engineering

## Current

- Managing Director, YWH Ltd | Growth with Purpose
- Author: "Exit Before You Exit: The Business Freedom Framework"
- Publisher: "Exit Before You Exit" newsletter on LinkedIn (460+ subscribers)
- Writer: Regular essays on Medium exploring business, philosophy, and freedom

### Philosophy

I approach business coaching as a form of spiritual practice—helping people build freedom in life and business, not just revenue.

The most valuable work I do isn't teaching people tactics or strategies. It's helping them think more clearly about what they're building and why, then supporting them in creating businesses that serve their lives rather than consuming them.



# Contact

## Get in Touch



### Email

[homy@ywhltd.com](mailto:homy@ywhltd.com)



### Website

[www.growthwithpurpose.com](http://www.growthwithpurpose.com)



### LinkedIn

[linkedin.com/in/homydayanifard](https://linkedin.com/in/homydayanifard)



### Location

Based in London, working with business owners throughout the UK and internationally

## Book Your Call

Visit

[www.growthwithpurpose.com/schedule](http://www.growthwithpurpose.com/schedule)

to schedule your complimentary introduction call.

We'll explore your situation, discuss which offering makes sense, and determine if we're a good fit to work together.

### What to expect:

- 30-minute focused conversation
- No obligation or pressure
- Clear next steps if we're a fit
- Honest assessment of whether I can help



# YWH Ltd

## Growth with Purpose

*Build Value. Create Freedom. Exit on Your Terms.*

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