

# absolutely business



## Denise Walker FIRP

**A business professional, with 25 years' experience including recruitment, sales, company start-ups, company directorship and management, people management, process management, business consultant, trainer and coach. Talented in analysing business performance and improving individuals', groups' and organisations' effectiveness to facilitate growth. Has worked with some 180 businesses to date, within HR, IT, Charity, Finance, Sales, Hospitality, Marketing, Construction, Training, Industrial, PR, Retail, Pharmaceutical and Scientific sectors/industries. Skilled in the provision of business consultancy; interim management; training, coaching and mentoring for owners, managers and their teams.**

Setting up and running new businesses \* Strategic and business planning \* Executive coaching \* Sales (strategy, techniques and processes) \* Business problems diagnosis and creating of solutions \* Staff selection and recruitment \* Bespoke training and development \* Mentoring \* Establishing operational systems, processes, procedures \* KPIs \* Change management \* Project management \* Recruiting, building and developing teams \* Performance management \* Motivation \* Appraisals \* Conflict management \* Executive outplacement

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### Selected achievements

- The successes of Absolutely Business clients enjoying up to 500+% direct return on their investment
- 70% success rate for executive outplacement customers
- Set up and built own recruitment business, before selling it in an MBO in 2003
- On behalf of the REC, from a standing start, researched, set up and ran RITE (now BSU), the UK's first sector-specific business support service for the Recruitment Industry
- Winner and finalist in 2 business awards (customer care and business of the year categories)
- Granted Investor in People status within six weeks of application
- Member of judging panel of the Recruiter Awards for Excellence 2007, 2008, 2009 and 2010 and Recruitment International Awards 2010
- Awarded Chief Examiner role for REC qualifications

### Professional experience

#### September 2006 – Date: Management and Training Consultant, Absolutely Business

Through bespoke business consultancy, training services and interim management, I help owner/managers of businesses, of all sizes, to maximise sales, profitability and overall business performance.

Specialist subjects: Business analysis; Strategic and business planning; Sales (consultative selling); People management; Staff selection and recruitment; Recruitment industry excellence; Processes, pro-formas and key performance indicators (KPIs); Executive outplacement.

In addition to delivering occasional training programmes and seminars for the REC and Cranfield University's BGP, typical projects include:

- Executive coaching and mentoring
- Process management: establishing/improving sales, service and operational processes
- Team building: recruitment and selection; development of key staff
- Project management
- Training: providing bespoke, mostly in-house training and coaching for all levels, from owner-managers and directors to middle managers, sales teams and customer service/support teams.
- Executive outplacement.
- Conference/away day management, facilitation, speaking and participation

## February 2004 – June 2006: Executive Director, RITE (now BSU)

Researched, launched and established RITE as a stand-alone subsidiary business, on behalf of the REC. This was the UK's first industry-specific enterprise support service, designed solely for the recruitment industry. Clients were UK-based recruitment business start-ups and established recruitment businesses (turnover up to £10m).

In addition to delivery of the services, I also had responsibility for running the business (including sales, marketing, PR and financial control) and for ensuring that operations were carried out effectively.

Once the business was set up, key tasks were as follows:

- Delivery of services
- Training and development
- Sales
- Marketing
- PR

## 1992-2003: Owner/Director of Tulip Recruitment Group

Together with my then business partner, I formed this generalist recruitment agency to deal with permanent, contract and temporary recruitment for clients of all types, from SMEs to blue chip organisations. I subsequently bought out my business partner in 1998 and then in 1999, I established a Head Office and opened the second branch shortly afterwards. The third branch was opened in 2003. At its peak, we employed 24 staff and annual turnover was £3.8 million.

During the first year of the business, I acted as manager/consultant; once the business became established, my duties were less hands-on and key tasks were as follows:

- **Strategy:** Identification of trends affecting the business and planning how to best harness opportunities and minimise threats; development and monitoring of budgets and sales forecasts.
- **HR:** Design and implementation of team structures and processes to enable effective, uniform operations and communication; managed competence-based development of staff; designed all HR policies and procedures.
- **Training and development:** Design, implementation and delivery of the training policy and various in-house training courses, including induction, sales, basic management skills and coaching; sourced external trainers and providers of courses for professional qualifications.
- **Sales:** Dealt with overall sales strategy and implementation, including the setting up of client databases, format of telemarketing approach and key account management and development.
- **Marketing:** Planning and organisation of advertising campaigns, mail shots and e-shots; writing the quarterly newsletter and organisation of its distribution to customers and suppliers; sourcing of marketing gifts.
- **PR:** Dealt with client entertainment; attended networking events; established and built working relationships with business contacts; participated on the Blackwater Valley Enterprise Trust (Board member and Fundraising Subcommittee member); REC (Professional Standards Committee member); Basingstoke and Deane Borough Council (Basingstoke Business Awards Committee member) and FSID (Fundraising Committee member).

## 1986-1992: Consultant and Branch Manager for Reed Employment

### Qualifications, training and professional membership

<b>Cranfield University</b>	Non Executive Directors Programme; Masterclass Basic Finance for Growing Businesses
<b>Loud &amp; Clear</b>	Presentation Skills for Media, Public Speaking and Larger Audiences
<b>REC</b>	Fellow of the Institute of Recruitment Consultants; Train the Trainer; How to Become an Extraordinary Leader
<b>CIPD</b>	Core Management Programme
<b>Mantus Mgt Services Ltd</b>	People Management
<b>HRA Training</b>	Presentation Skills
<b>Huthwaite Group</b>	Sales
<b>HND</b>	Business and Finance