

RedQuadrant



www.redquadrant.com

**We have
not been
successful...
but do buy
our services!**

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Since we founded RedQuadrant in 2009, we haven't done much marketing.

Word of mouth has been the way most people have learnt about us and our work.

Telling people how wonderful we are and how successful we've been is not our style, because...

- The successes of the projects we've been involved in are not our successes. Real sustainable impact has been achieved by our clients, not us. It's their success.
- We work in the public sector, and we know the pain involved in many of the savings projects; cutting budgets costs jobs.

We want to tell our story and explain what we do, because we think we've got something to contribute. Contact us for a chat. We believe in conversations.

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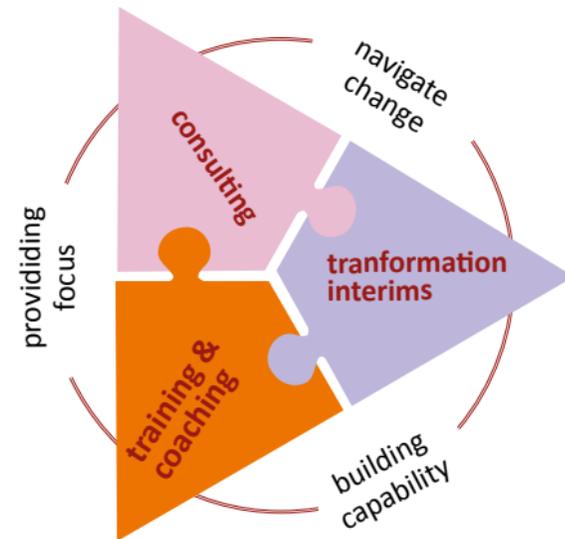
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It's not what we do, it's how we do it

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RedQuadrant does three things:



You can imagine the kind of work we do under consulting and learning and development.

Our unique 'consultant interims' perhaps require more of an explanation.

The idea is very simple: top people doing a transformation job at a day rate. You don't get a single contractor who plays the game of becoming indispensable; instead you get the assured expertise and drive of a person who has a consulting firm behind them, a firm that knows that you want to be left with the tools to deliver for yourself without continued external involvement. Being a temporary part of the organisation gives our consultant interims a particular type of credibility and authority to make better and more sustainable changes.

Our story – a new type of consultancy that tries to make itself redundant

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We used to meet after work to talk about how to improve the world. Then we found the courage to do something about it.

We care about public services. We know that ‘salami-slicing’ and ‘slash and burn’ techniques that some organisations are resorting to can do serious harm. We know that there are other ways to reduce budgets and support citizens and communities effectively.

In 2008, as the recession began in earnest, we recognised public services needed to be reinvented – and so did consulting.

Public services need consulting that is more effective, sustainable and better

value for money. That’s what we set out to do. In 2009 we left our comfortable, permanent jobs, and went for it.

RedQuadrant was launched with different:

- **beliefs:** good consulting enables the client to drive the change... and makes the consultant redundant
- **approaches:** an agile/prototyping approach that engages and is sustainable

Does it work? We think so. More importantly – our clients think so! We’ve grown in a sustainable way – a little over 47 % per year on average over these last three years. 96 % of our clients have asked us back.



Our beliefs – the foundation of RedQuadrant

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We've been consultants for some time, and we've realised some important things:

- 1.** Good consulting is about having the right people for the job. It's experience, expertise, and caring enough that matter – not the brand, the website or the 'solution'.
This even means that we let clients pick the people they want to work with.
- 2.** It's not just about having good ideas – it's about ensuring the organisation we're working with can deliver the change.
This means our clients have to share responsibility for the work.

- 3.** Consultants should be in business to do themselves out of a job – and that includes us. The work is not just fixing or adapting the organisation.

Sustainability means passing on the skills for analysis and continual improvement.

The only way to do this is to work with the client, learning and doing together, throughout a project.

We call it our '**campaign against consultancy**'.



The way we approach our work is important to us

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RedQuadrant is a lean, networked consulting organisation. Our consultants are all independent. They come together – like an experienced crew making a film – to meet the needs of our clients. They know their jobs, know their own reputations are on the line. They also know that they'll get more support than if they were working with one of the top consulting 'brands'.

This means that we have an agile approach to projects – we find changes we can make and test them, ideally in fast steps that we can test and try again several times. We believe that 'you cannot understand a system until you try to change it' (Kurt Lewin).

We always work alongside you – we don't take the task away from you, and we don't just write a report.

It means we get practical and pragmatic, and choose the right tools and approaches to do the job. It means that we mix coaching, mentoring, training, and even running parts of the organisation to make the change happen – we call this approach 'consultant interims'.

It also means that the client pays less, and gets more experience, than with big firms.



We are recognised experts, and can be very easily procured

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We're on national frameworks, showing our depth and credibility in social care. We think we're in the top three organisations who are experts in local government.

All you have to do to legally procure us through these quick and easy frameworks is to fill in one A4 sheet. We're 'pre-qualified', OJEU compliant, and have proven our solid track record.

ESPO framework

- Community research and engagement
- Education and learning
- Housing and housing support
- Leisure, culture and heritage
- Marketing, comms, and public relations
- Planning, valuation, and infrastructure
- Social care (adults)
- Social care (children)

More information at www.redquadrant.com/frameworks

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Managing Partners

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