



Continuous Improvement For All



Hello there!

So, you've been sent this brochure, and now, whether on purpose or not you have sat down and opened it.

Hopefully, it's not because you're bored with nothing better to do, but because you are eager to find out what this company that you've never heard off before could possibly offer you.

Well, grab yourself a tea and snack of choice whilst you journey through our business.

Contents

- **Background** – Here you will find out a bit more about us, how we work and why we started EQA – warning, contains photos of co-founders
- **Services** – Well this is what you're here for. A detailed breakdown of each of the services that we offer, the lowdown on what they are and most importantly what they can do for you.
- **Contact details** – If you like what you see and have questions then let's arrange a chat, if you are not sure about what you see then let's arrange a chat, if you just fancy a chat then let's arrange a chat.

About us

As former Heads of Continuous Improvement and of Productivity for Virgin Media O2 and armed with Lean Six Sigma expertise and know-how as well as decades of retail experience, we've got a solid track record of delivering major savings and leading cutting-edge projects that transform how businesses work.

EQA started with a simple idea, we wanted to make improvement easy for all. We were fed up with the slow, pricey, one-size-fits-all approach of big consultancies, we found our spark by working with innovative startups through the O2 global innovation hub, Wayra.

We traded our know-how for their fresh energy, helping them grow by smoothing out snags and building in constant improvement. That's our secret sauce - blending big-business smarts with start-up spirit to help companies of all sizes work smarter, not harder.



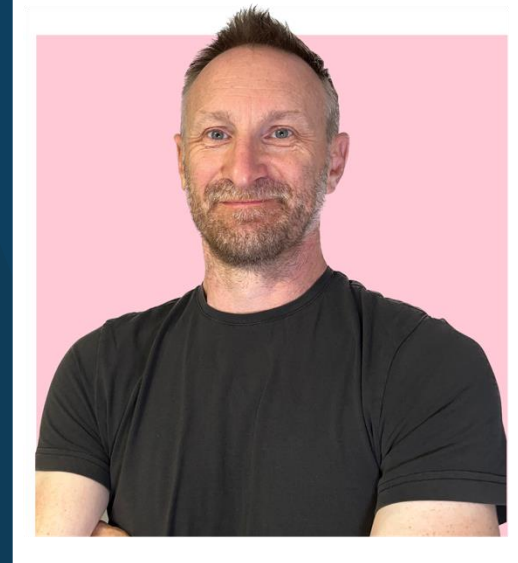
Brett St. Clair

Co Founder

Arguably too old to be rocking a ponytail but in his defence, he plays guitar and is at home at a festival with mud on his boots and a cold cider in hand.



Favourite artists?
Doves, Beck, U2, REM,
Idles, Radiohead or
Sigur Ros



Dan Pike

Co Founder

Outside of work you can find Dan coaching football (FA qualified), quoting 80s and 90s films, and being a co-owner of a football club.*

*spoiler, it's not Chelsea



Favourite film? If I
could only choose
one, it would have
to be *Raiders of the
Lost Ark*



EQA makes continuous improvement accessible to all.

We deliver **clear, jargon-free advice** and **powerful insights** without the hefty price tag.

Our unique blend of services helps you unlock the full potential of your **time, money, and people**.

Combining our expertise with innovative thinking, we offer **practical solutions for growth and efficiency**.

With EQA, you'll get **big-company insights, transparent pricing**, and a **partner committed to your success**.

Our Approach

We're here for businesses of all shapes and sizes. If you've been put off by traditional consultants or you've never used one before, we get it.

We'll spot what's holding you back, help you become more resilient, and support your growth. And we'll do it without breaking the bank or drowning you in jargon.

1 Method
Improve both People and Processes

4 Speed
Achieve Benefits Fast

2 Data Driven
Use Smart Analytics for Clear Insights

5 Expertise
Use Expert Methods for Practical Results

3 Cost Effective
Identify Savings Opportunities

6 Partnership
Ongoing Support and Reliability

$$E = Q \times A$$

The Effectiveness of a solution depends on its **Quality** and **Acceptance**

Clients

We partner with businesses that are big and small, local and multinational, brand new and well established. However, this is the bit where we show off some of the logos of companies that we have worked with.



"EQA's services have transformed our operations. The insights were game-changing for us, and I now feel confident that we've got the right plans in place to safeguard our business, and our team"

- Daniel Martinho-Corbishley **CEO Aura Vision**



If you want to make the most of your **time, money and people** then these are the services that can help.

BENCHMARK

Measure and improve your operation

We help businesses thrive by making the best use of their time, money, and people. Our unique Benchmark tool provides clear, practical ideas to improve performance.

CADENCE

Subscription service for continuous improvement

Keep your business ticking over nicely. We'll partner up, manage improvements, and fill resource gaps. Continuous improvement without the hefty price tag.

CATALYST

Fix a specific problem in your business

Tackle specific business issues with our Lean Six Sigma expertise. We'll map processes, find root causes, and solve your trickiest problems. Black Belt skills at your service.

LAUNCHPAD

Integrating your product into a business

Your expert guide to launching products and services. You focus on innovation, and we support the implementation, from trials to full-scale rollouts.

EQA BENCHMARK

Companies that regularly benchmark their performance achieve 69% faster revenue growth and 45% higher productivity than those who do not.

Harvard Business Review

We help businesses thrive by making the best use of their key resources: **Time, Money** and **People**.

Our unique **EQA Benchmark tool** looks at both your team, and how things get done, offering big company **insights at affordable prices**.

We provide clear advice that's easy to grasp. No jargon—just **straightforward recommendations** to improve your business.

What's the problem?



Whether you're growing fast, and your processes can't keep up, or you're well-established but stuck with old problems, sometimes you need a fresh pair of eyes to spot what's holding you back.



What's in it for you?



Benefits

- **Save money** without sacrificing quality or reinvest it back into the business
- Speed up your daily tasks so your team can get more done in less time - **Automate, reduce or remove**
- **Make the best use** of your time, money, and people
- **Expand** your business or do new things
- Use facts and figures to **make smarter choices**
- Make things smoother and simpler so everyone can **work more effectively**

10x ROI

typical return from EQA Benchmark

25% increase

in operational efficiency typically achieved

6 Weeks

Average time for completion



•EQA Benchmark gives you clear picture of how your business ticks, looking at both your people and processes

•Easy-to-understand visuals that show you where things are working well and where they're not

•A straightforward list of improvements, ranked by what'll make the biggest difference

•Tailored advice to help you work smarter, save money, and grow your business

How Benchmark works



- 1 Scope**
Agree on the teams to include and areas needing a helping hand.
- 2 Assess**
Survey the team, map processes, chat with your people. Spot opportunities to improve things
- 3 Baseline**
Measure the current standing. Look at methods, time, resources, and quality of results
- 4 Identify**
Our expert tools uncover ways to boost growth, efficiency, and make positive changes
- 5 Recommend**
Clear insights and a prioritised list of beneficial changes presented without fuss.
- 6 Deliver**
Choose to implement changes yourself, have EQA do it, or collaborate together.

Benchmark – The Packages



Discover

£950*

1 Day

Insights & improvement ideas in just one day

What EQA delivers

- One-day workshop to spotlight your business operation
- Quick-fire EQA Benchmark diagnostic survey
- High-level overview of your operational strengths and challenges
- Rapid SIPOC mapping of a key process
- Voice of the Business sampling
- Initial recommendations for quick wins

Customer Benefits

- Fast insights into your operational performance
- Identification of immediate improvement opportunities
- Taste of the EQA Benchmark approach
- Foundation for further improvement efforts
- Alignment on key operational challenges

Elevate

Price on enquiry

15 Days

Comprehensive analysis & improvement strategies

What EQA delivers

- EQA Benchmark Score calculation
- Prioritised recommendations
- Voice of the Business analysis - What the business thinks
- Employee sentiment evaluation - How employees feel
- RACI creation - Detailing who does what in a process
- High-level SIPOC - Identify the key process steps
- One-day workshop to chat through findings and ideas

Customer Benefits

- Clear picture of how your business is doing
- Understanding of what your team really thinks
- Spotting quick wins to make things better
- Solid ground for making smarter choices

Transform

Price on enquiry

35 days

Complete view of your people and processes

What EQA delivers

Everything in the Elevate package, plus:

- Detailed Process Map - Key processes & pain points mapped
- Tube Map - Overview of everyone's roles
- Rated Activity analysis - How time is used/what adds value
- In-depth number crunching on how you operate
- Multiple sit-downs to plan your business transformation
- Support check-in session to see how you're getting on

Customer Benefits

- The full picture - your people, processes, and how you use time
- Spot game-changing opportunities to transform your business
- A clear plan to become the best at what you do
- Major boost to how efficiently you work
- Get ahead of the competition

65% of Lean Six Sigma projects continued to deliver savings and improvements three years post-completion.

Journal of Operations Management

EQA Catalyst tackles the specific issues and trickiest challenges in your business, **getting to the heart of problems and delivering solutions.**

Using our know-how in methods like Lean Six Sigma, we **deliver tailored solutions** that make a real difference.

We're hands-on, working alongside you to put solutions into action. We ensure changes stick, **delivering lasting improvements** to your business.

Examples of where Catalyst can help



Whether you're grappling with a persistent process problem that's holding you back, or facing a sudden challenge that's throwing a spanner in the works, sometimes you need expert hands to roll up their sleeves and solve it with you.



Operational Bottlenecks

Business choking on its own success? Overwhelmed systems and inefficient processes are creating backlogs, slowing growth, and frustrating customers, stifling your potential to meet demand.



Quality Control Issues

Quality inconsistencies damaging your reputation? Manufacturing defects, software bugs, or service issues are eroding customer trust, increasing costs, and hurting your bottom line through returns and rework.



Customer Service Issues

Customer experience taking a hit? Long waits, ineffective systems, and mishandled requests are frustrating customers, leading to negative reviews and lost business.



Supply Chain Disruption

Supply chain issues hurting your operations? Unreliable suppliers and demand spikes cause stock-outs and delays, leaving you scrambling to meet customer needs and maintain reliability.



Regulatory Compliance

Regulatory maze draining your resources? Evolving local and international rules create unexpected costs, slow your progress, and expose you to significant compliance risks.

What's in it for you?



Benefits

- Spotting and **fixing costly mistakes** before they become big problems
- Making processes smoother, so more **work gets done with less effort**
- Cutting down on wasted time and materials, **saving money**
- **Solving tricky problems** that have been holding the business back
- **Making customers happier** by delivering better products or services

13x ROI

typical return from EQA Catalyst projects

£950^{+VAT}

gets you started on the path of continuous improvement

Supporting change

We provide the tools & templates to continue the development of your team

How Catalyst works



We use **Lean Six Sigma**, a proven industry approach that has a snappy acronym, **DMAIC**. It's the tried and tested methodology for **finding and fixing issues**, making sure they don't come back.



- D Define**
Pinpointing exactly what needs fixing, saving time and effort
- M Measure**
Getting the facts straight, so decisions are based on real information
- A Analyze**
Digging deep to find the true causes of problems, not just quick fixes
- I Improve**
Making smart changes that really work, boosting how the business runs
- C Control**
Keeping the good changes in place, so the business keeps getting better



Spark

£950

1 Day

Pinpointing exactly what needs fixing in one day

What EQA delivers

- Focused one-day workshop to define the problem
- Expert-led root cause analysis
- Clear problem statement creation
- Identification of key stakeholders
- Introducing Lean Six Sigma tools to your team

Customer Benefits

- Clear understanding of the core issue
- Solid foundation for improvement efforts
- Alignment on problem scope and impact
- Efficient use of time and resources by targeting the right issue

Jumpstart

Price on enquiry

3 months

Tackling issues head-on, delivering quick wins for your business

What EQA delivers

- Complete DMAIC project execution over 3 months
- Weekly guidance and support
- Application of tailored Lean Six Sigma tools
- Comprehensive project documentation and results presentation

Customer Benefits

- Structured approach to problem-solving
- Measurable improvements in your chosen process
- Practical introduction to Lean Six Sigma methodology with tools and templates
- Quick wins that build momentum for further improvements

Accelerate

Price on enquiry

6 months

Diving deep into complex problems, crafting lasting solutions

What EQA delivers

- Comprehensive DMAIC project execution over 6 months
- Weekly support and coaching
- Advanced Lean Six Sigma tools application
- Detailed statistical analysis
- Change management support

Customer Benefits

- Significant process improvements and cost savings
- Effective solutions for complex business issues
- Enhanced problem-solving capabilities and tools within the team
- Sustainable solutions with proper controls

63% of small and medium businesses that implement continuous improvement methodologies report improved competitiveness in their markets.

European Commission

- EQA Cadence is your monthly subscription for **non-stop business gains**
- We'll develop a full pipeline of activities that delivers a **constant stream of benefits**
- We'll roll up our sleeves to spot **quick wins and big opportunities**
- Helping you make the **most of your time, money and people**

What's in it for you?



Benefits

- **Affordable Excellence:** Get big company insights and a dedicated improvement team without the full-time overhead
- **Flexible and Scalable:** As your business grows and changes, the support adapts to match your evolving needs
- **Real Results:** Enjoy tangible improvements in your time, money, and people management, with ongoing, proactive enhancements across various business areas.
- **Genuine Partnership:** Your success is our success – you have the peace of mind that comes from having improvement experts in your corner.

Development Pipeline

Constant stream of benefits

Flexible

Choose to implement improvements, have EQA do it, or collaborate together*

Affordable

Continuous improvement without the hefty price tag

*If you choose EQA to lead, we'll provide a tailored quote based on project size and scope

How Cadence works



Whether you're hitting a growth spurt and your team's stretched thin, or you're an established player looking to stay ahead, sometimes **you need a trusted partner** to keep your business in tune and **continuously improving**.



- **Regular Check-ins:** Catch-ups that listen with purpose to understand the latest about your business.



- **Development Pipeline:** A no-nonsense plan of benefits bespoke to you, using simple language and expertise.



- **Ongoing Support:** Hands-on help to put improvements into action, including your teams every step of the way.



- **Measure and Adapt:** Tracking progress and tweaking as needed, always looking for a smarter way forward.

Cadence – The Packages



Foundation

Price on enquiry
Per month

Establishing a rhythm for continuous improvement

What EQA delivers

- Roadmap Workshop – x1 per year
- Review Session – x4 per year
- Days Allowance – x6 per year

Customer Benefits

- Annual strategic improvement planning
- Quarterly progress reviews and course corrections
- Flexible expert support for targeted initiatives
- Consistent focus on long-term operational excellence
- Cost-effective access to continuous improvement expertise

Momentum

Price on enquiry
Per month

Accelerating your improvement journey with increased support

What EQA delivers

- Roadmap Workshop – x2 per year
- Session – x4 per year
- Days Allowance – x12 per year

Customer Benefits

- Bi-annual strategic alignment and planning
- Quarterly in-depth progress analysis and adjustments
- Increased availability of expert resources for project execution
- Enhanced ability to tackle multiple improvement initiatives
- Faster realisation of operational and financial benefits

Evolution

Price on enquiry
Per month

Driving comprehensive improvement

What EQA delivers

- Roadmap Workshop – x2 per year
- Session – x12 per year
- Days Allowance – x26 per year

Customer Benefits

- Frequent strategic realignment to changing business needs
- Monthly deep dives into improvement initiatives
- Substantial expert resource allocation for major projects
- Capacity to drive transformative, cross-functional changes
- Cultivation of a robust internal continuous improvement culture

Flexible Implementation of identified projects: 1) Implement changes yourself with our guidance. 2) Let us handle the improvements for you. 3) Work together in a collaborative effort. If you choose EQA to lead, we'll provide a tailored quote based on project size and scope. 12-month minimum contract. Prices exclude VAT



73% of scale-up companies in the UK cite finding the right business processes and project management as key to successful scaling

ScaleUp Institute

- EQA Launchpad is our **expert service** for launching your products or services
- Our team provides the **know-how to navigate** complex corporate environments
- Supporting you in trialling and launching your innovations within established businesses
- We'll help you **overcome challenges** and **seize opportunities** when working with larger partners
- Establishing robust processes to ensure your **long-term success and scalability.**



Benefits

- **Results** – Improve customer conversion and retention rates with smart streamlined processes
- **Support** – From initial engagement to adoption into everyday business operations
- **Resource** – Focus on what you do best while we guide you through the complexities of trials through to rollout
- **Experience** – Startup agility backed by big company expertise and experience in successful large-scale product launches

12x ROI

typical return from Launchpad projects

End to End support

From Pilots, Trials and Rollout through to designing the “In Life” operation

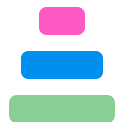
Outcomes

Develop the Business case using supporting analytics and visuals



Tailored for you

Whether you're a startup with a brilliant innovation, or a business venturing into new territory, sometimes you need a seasoned guide to help you **navigate the complexities** of bringing your ideas to life.



We customise our support and provide a **bespoke quote** based on your project's size, complexity, and specific needs throughout the launch journey.

Pre – Launch Phase

Setting the stage and executing product trials

How we help:

- Plan and set up your trial
- Get the right people on board
- Size up the market
- Crunch the trial numbers
- Keep tabs on progress

You get:

- A clear game plan
- Everyone on the same page
- Trial design that fits the market
- Clear insights from your data
- Know exactly where you stand

Decision point

- Trial Results & Launch Readiness Check
- Green light for launch or need more prep?

Launch Phase

Crafting strategies and executing product launch

How we help:

- Shape your launch strategy
- Plan the rollout
- Pick the right success measures
- Prep stakeholders
- Keep an eye on the launch

You get:

- A launch strategy that hits the mark
- A rollout plan with less risk
- Clear success indicators
- Everyone ready to go
- A launch that stays on track

Decision point

- Launch Execution Review
- Move to post-launch or need adjustments?

Post – Launch Phase

Ensuring sustained success and future growth

How we help:

- Help fine-tune performance
- Plan for growth
- Think long-term
- Analyse launch learnings
- Develop optimisation strategies

You get:

- Continuous improvements
- Smart growth plans
- A future-proof strategy
- Insights for future launches
- Optimised product performance

Decision point

- Post-Launch Performance Review
- Transition to BAU or implement further optimisations?



Making Improvement Easy For All

Okay then – you’ve made it to the end.

There is no post credits sting, just an invitation from us to chat about your business to see how we can help.

Let’s meet up over a virtual coffee or go old school and meet up in real life with an actual beer.



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