

---

# The little book of Underpin

---

A plain English guide to how we work

**SOCIAL VALUE UK**  
Organisational Member

**bloom**  
accredited supplier



**UKRLP**  
UK Register  
of Learning Providers  
10038653  
10097660



# Underpin Business and Charity Consultants

Trying to change the world is hard work, especially when leading an organisation. Your passion is your greatest tool, and we channel that passion, and provide the clear plan and useful support you need to make a real, lasting impact.

We're not about jargon or empty promises. We're here to help you solve problems, grow sustainably, and achieve your vision.

We helped a construction company define their vision, and improved profits by 34%

---

“Underpin’s work  
with my team for  
our local charity  
has been incredible  
and empowering.”

Charlotte Blizzard Welch - CEO,  
Stevenage Together

---

# Our Methodology

---



**Mapping:** We define where you are now, not by guessing, but by chatting with people at all levels to get an idea of where you are right now. This process also delivers quick wins as a benefit.



**Backcasting:** Rather than planning forward from now, Underpin Consultants helps you define where you want to go (Vision) and then take ten backwards steps from that perfect future company to create a strategy and roadmap that gets you where you want to go.



**Pathfinding:** We often find when we reach the first step, your company isn't aligned with where you need to be to start your ten-step journey - the 11<sup>th</sup> step (Pathfinding) is to move you to the right place to begin the journey.



**11-Step Strategy:** You will then have a plan that gets you where you need to go, starting from right now. Even though we use the same skills and tools every time, it creates a plan specifically designed for you, because you helped create it.

**Collaboration:** Our Consultant's Code (Page 9) is based on bringing the best ideas out of you and your team. This means we work with you, not for you, to build long-lasting plans that are owned by everyone, including those who use it. Workshops, interviews, strategy sessions and collaborative working are all used to give you just what you need - clarity, progress, and a plan.



# Our Experience

---

Underpin Consultants' values are **Be Good, Do Good, and Collaborate**. That means if we can't help, we will find someone who can. Here's how we know we can help you.

- **24 years helping organisations grow:** public sector, universities, SMEs, charities and large companies.
- **Wide experience:** Experience with organisations under pressure, and those thriving and ready to scale.
- **Flexible tools and skills:** A methodology focused on building new things, not redefining old ones.
- **Adapted to your needs:** fast growth or steady, sustainable progress –always at your pace.
- **Strong Values:** If we can't help, we'll point you to someone who can.

---

“Underpin’s insights  
and professionalism  
left me feeling that  
I’m on the right  
track.”

Sam Truss,  
Information Technology Founder

---

# Underpin Consultants' Code

---

**Our consultants' mission is to build organisations that deliver growth, and provide for everyone.**

We believe that the best solutions to an organisation's challenges come from the people who work within it. Our role is to bring our expertise, perspective, and tools to complement, enhance, and help deliver those solutions.

**A consultant's role is to consult, not to dictate.**

The term "consultant" works both ways. When someone hires a consultant, they seek solutions, insights, and advice from an expert. In turn, we seek expertise, knowledge, and context from the real experts: the employees at all levels, from apprentices to directors, who live and breathe the organisation every day.

- We ask for permission before sharing ideas or findings, respecting confidentiality and protecting those who prefer not to be identified.
- We always credit those whose ideas shape the plan
- The employees must feel part of the plan. We create this feeling through workshops, collaborative integration, and focus groups.
- We are here for a fixed term, with the goal of making ourselves redundant. We ensure the organisation can carry the plan forward independently.
- It's not our job to impose solutions or ideas on a company just because they've worked elsewhere.
- We don't tell others what to do; we listen, facilitate, and guide.
- If we're not the right fit or can't add value, we'll say so.

---

“After just one business analysis session with Underpin, it was immediately clear how professional and insightful they are... a truly holistic, bottom-up approach that goes far beyond surface-level advice.”

Kris Morawski,  
A2Com

---

# A Free Offer to Any Organisation

---

We're offering a free consultancy session to businesses who are growing quickly, reshaping teams, or feeling stuck in the day-to-day.

It's not a sales call. It's just a space to talk openly with someone who understands what growth can do to a business and can offer calm, practical advice.

You can book yours now:

**Telephone:** 07399 00 4175

**Email:** [growth@underpinconsultants.com](mailto:growth@underpinconsultants.com)

**Book:** <https://underpinconsultants.com/book-consultation>

# Underpin

---

[growth@underpinconsultants.com](mailto:growth@underpinconsultants.com)

Project Manager Direct Dial

Lewis English: 07399004175