

# PROJECT OVERVIEW

Moving to a Truly Global Business - Venture Capital Company



A subsidiary of General Physics (UK) Ltd  
[www.bathconsultancygroup.com](http://www.bathconsultancygroup.com)

A venture capital company, which was in the process of moving from the public sector to the private sector, needed to succeed as a FTSE 100 company within two years.

Although the company had a reputation as a successful investment organisation with strong individuals and teams, it lacked the necessary strategy, culture and leadership style. The existing culture was British and bureaucratic. The executive team accepted that they had to move from being brilliant investment managers to managing a leading global business. They also needed a greater customer focus in order to help grow the international business.

The CEO recognised that a new strategy had to be developed, rolled out and implemented within a two-year window and worked with Bath Consultancy Group to clarify the correct strategic direction and appropriate leadership style. Each part of the organisation was then involved in adjusting behaviours and creating a new style.

The result was that the share price doubled in the first two years and then doubled again within the next two years. In the most admired companies survey the organisation moved from being low in the FTSE 250 companies to reaching 46th and since then has become the leading venture private equity company globally.



Please contact us on **+44 (0)1225 520866** or email [office@bathconsultancygroup.com](mailto:office@bathconsultancygroup.com) if you would like to find out more. We would welcome a conversation with you.