

ADVERTORIAL: How to get expert advice for your business

Business leaders have admitted to feeling lonely in the current economic climate, saying they shoulder the responsibility of running a business alone. Many believe a fresh, outside perspective would help them to make better business decisions.

Be the Business, which inspires leadership teams to create and deliver greater productivity by connecting them to curated expertise, is supporting SMEs in these difficult times. Business leaders can take up non-executive director-style support from a group of experts from successful firms with specialisms like finance, marketing, operations or HR – at no cost to you.

For more information or to get your own board sign up [here](#).

Two small businesses told us about their own experiences of Be the Business:

Sanjay Aggarwal, founder and CEO of Spice Kitchen, has benefited from Be the Business programme participation. He said: “I’ve been leading and growing Spice Kitchen for over 10 years now and of course, growth itself can bring many challenges. I quickly realised that while I know lots about spices, I had no experience of manufacturing – or running a food business – to draw on. There’s so much to learn so quickly and I think for small businesses generally, this can be really overwhelming.



Could you benefit from expert advice?

“Be the Business provided fully funded advisory support in the areas of the business where we lack the expertise. For us it’s been manufacturing and scaling the operations, but I know their scope goes much beyond this. I’d definitely recommend them to any small business owner who needs support or outside help to overcome their challenges.”

Speaking about her own experience with Be the Business boards, Helen Tanner, founder of technology company Data³, said: “I’m the solo founder, so given the opportunity to get objective expert advice, new perspectives and fresh thinking from a diverse range of business leaders, I thought ‘why not?’”

At the time, Helen was focused on sales but the advisors challenged her. “They quickly identified something in the wider business that I’d not even thought about – the fact that our marketing needed to be working harder for us, and that was the limiting factor, not sales. That’s a really good example of how they made me look sideways.”

Since getting support from Be the Business, Helen has established a Board and NEDs, recruited a management team, spun out a software product (boomboard.io) and Data3 has grown by a multiplier of 3 in the last year.

Talking and discussing challenges with a team of expert advisors can help you feel less alone and give you the advice you need to make the right decisions for your business. So why not [find out more](#) today?