



## Testimonial

### Ian R Brown of Komita Management

I am a Chartered Accountant with over 30 years of post qualification experience, 9 in the profession with Thomson McLintock (now KPMG), 10 with a public company retailer and the last 15 as a self employed consultant to SME's where I not only provide advice but where appropriate I become an investor and join the Board to implement the new business plan.

I first met Ian Brown in August 1999 when I was introduced to the senior members of staff at Fitzpatricks, the long established Glasgow firm of Patent and Trade Mark Attorneys. Ian worked closely with me to produce the MBO plan using the strategic planning process known as "Journey Making". The Royal Bank of Scotland and equity investors financed this plan and the MBO was completed on 5 May 2000.

I believe that the process is the most robust planning tool I have come across in my all my years of producing corporate plans and I have now worked with Ian on three more business plans each of which have been successfully financed. We are currently working together on a fourth.

I fully subscribe to the benefits from using Journey Making as laid out in Ian's brochure. In addition I would add that it captures and retains information which can be used create and update strategic plans. It also provides the basis for review of actual outcomes compared with expectations and allows a higher level of participation for all levels of staff within the business.

I have now worked with Ian in a variety of businesses and both the process and Ian as the exponent of the process have proved to be appropriate and relevant. Ian has shown himself to be able to adapt to different business situations.

I completely endorse Ian Brown and his Journey Making methodology to every business management team truly seeking to determine the business it is in, how to create and build its USP and what it has to do to grow and optimise its return for its stakeholders.

**Ian W. Steven**

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