



Testimonial

Ian R Brown of Komita Management

I'm Managing Director of Impact AudioMedia Ltd, which operates Waterfront Studios, providing sound facilities for all the major Commercial Radio Broadcasters and Advertising Agencies throughout the UK. Also, Brand Radio, which provides retailers such as HBOS, RBS and Toyota GB with their own in-store radio service.

I was the founder of Waterfront Studios back in 1993 and before that was Head of Creative Services at Radio Clyde Plc.

I first met Ian in November 2005 and enlisted his help in preparing a business plan for a forthcoming MBO, using the Journey Making planning process.

I was very impressed with the way in which Ian used this process to capture and structure information, which helped me to organise my thoughts in such a way that I was able to see the issues more clearly and was, therefore, able to make better, more informed decisions about my business.

During this process, Ian was able to help me to gain a clear understanding of where I want the business to be over the next few years and to highlight the capability that we have that will help to get there. He also helped me to identify the major issues facing the business and was also able to explain what impact they would have as we grow the business. This helped me to focus on the important issues and to create action plans to resolve them.

This process enabled us to look at better ways of growing the business and highlighted the issues that will have to be overcome. With Ian's help, we have created a very robust business plan which will be a great reference point as the business moves forward.

I have no hesitation in recommending Ian Brown and the Journey Making System of planning, to anyone involved in business management.

Steven A. Thom
Managing Director
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