

# VIDEMUS CONSULTING

Empowering businesses to  
reach their full potential





## WHY VIDEMUS CONSULTING?

As organisations grow, friction creeps in. Foundations that once worked start to strain.

Processes become inconsistent, systems don't join up, reporting takes longer than it should and inefficiency quietly drives cost, workload and resource pressure upward.

At the same time, strategy needs to evolve. What got the business to this point won't always take it to the next one. Teams grow, roles specialise and unless people clearly understand how their contribution fits into the bigger picture, momentum slows and value leaks away.

*Videmus Consulting exists to help leadership teams step back, see what's really happening and put practical, scalable structures in place, ensuring the foundations support growth rather than hinder it.*

Founded by Adam Dimmock after a 30-year career in senior leadership roles, up to Managing Director and Board level, Videmus Consulting brings calm, experienced thinking to complex operational challenges – aligning strategy, systems and people so businesses can move forward.



Adam Dimmock

The name *Videmus Consulting* comes from Latin “we see / we observe / we understand” reflecting our core purpose: **to see through complexity, create shared understanding and bring lasting clarity.**

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Strengthening how the organisation operates day to day, while ensuring strategy continues to evolve as scale, complexity and expectations increase. We help leadership teams translate strategic intent into clear priorities, measurable outcomes and joined-up execution – improving efficiency, ownership and performance without adding unnecessary complication.

### SYSTEMS AND APPLICATIONS SUPPORT 8

Ensuring the right tools are in place, properly implemented and genuinely used, supported by clear processes and ways of working.

*We focus on how systems, people and workflows interact in practice, so technology enables consistency and accountability rather than creating friction, workarounds or hidden cost.*

### DATA VISUALISATION AND ANALYSIS 10

Turning operational data into clear, trusted insight that supports better decisions. We simplify reporting, surface what really matters and create visibility that helps leaders and teams understand performance, spot issues early and see how their contribution fits into the wider picture.





## HOW WE WORK

Videmus Consulting works with leaders and leadership teams to move from complexity to clarity in a structured, practical way. Crucially, we stay close enough to ensure change is embedded and works in practice. And we provide ongoing support for as long as you need us.

### OBSERVE What's really happening

We start by observing how the organisation actually operates, not how it looks on paper. We take time to fully engage with your people, seeing the reality of processes, systems, behaviours and decision-making.

### UNDERSTAND Where complexity is created

We analyse where friction, inefficiency or lack of clarity is holding performance back. This includes process flow, system use, data quality and ownership.

### STRUCTURE What "good" needs to look like

We design clear structures – processes, system architecture, reporting and accountability – aligned to how the business really works.

### IMPLEMENT Making change happen

We support hands-on implementation: process changes, system rollouts, dashboards, tools and ways of working.

### EMBED AND ENABLE So it sticks

We stay close enough to ensure changes are adopted, understood and embedded — building confidence and capability within the organisation.

## WHERE WE WORK

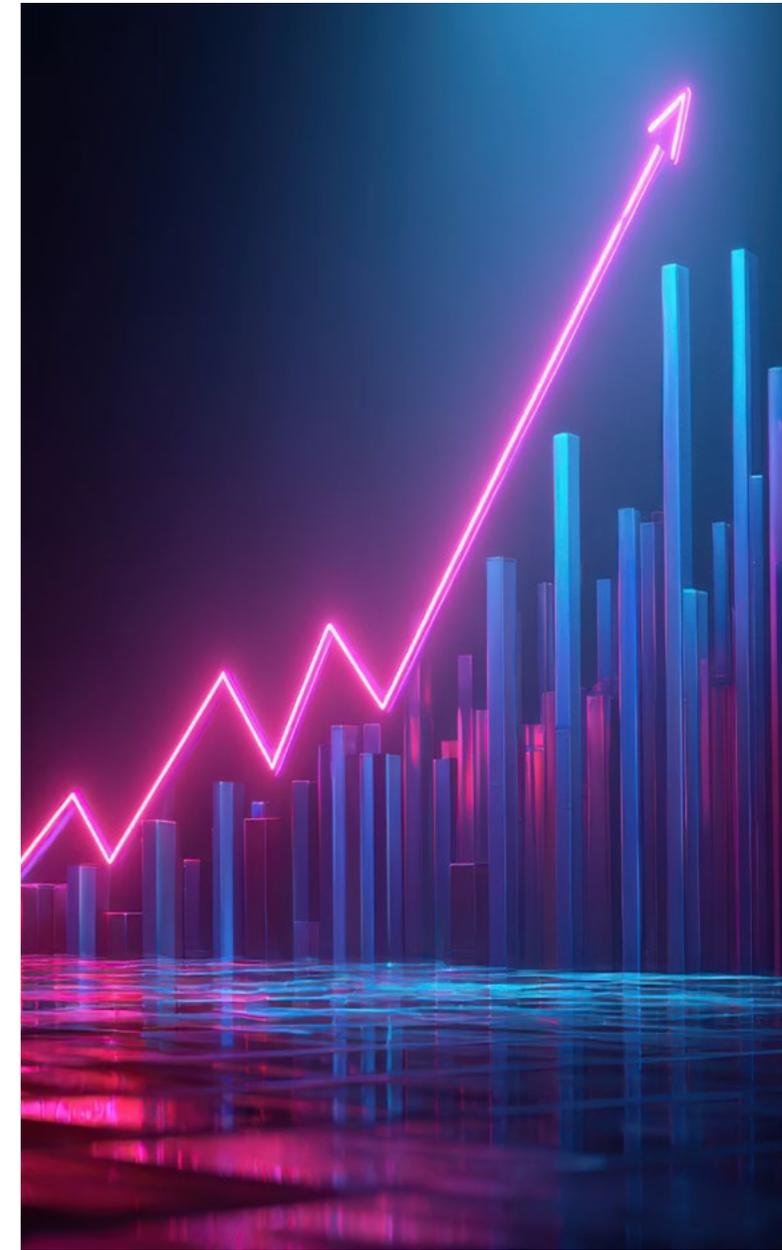
Videmus Consulting works with organisations operating in complex, operationally demanding environments, where the organisation has moved beyond early growth and into maturity. Our experience spans a range of sectors where performance, safety, systems and data all need to work together effectively. While each sector has its own context, the underlying challenges are often the same... clarity, control and the ability to scale with confidence.

Our experience includes:

- Equipment hire and rental
- Transport, logistics and fleet-based operations
- Engineering and field-based service organisations
- Safety-critical and compliance-led environments
- Multi-site and asset-intensive businesses
- Construction, development and land trading

Plus:

- Key business functions such as Finance, IT, Sales, HR, Back Office Admin and Commercial in any business



## OUR CORE SERVICES: Business Improvement and Optimisation

Strengthening how the organisation operates day to day, while ensuring strategy continues to evolve as scale, complexity and expectations increase. We help leadership teams translate strategic intent into clear priorities, measurable outcomes and joined-up execution - improving efficiency, ownership and performance without adding unnecessary complication.



- Senior leadership support
- Business analysis, audits and assessments
- Strategy development
- Organisational change
- Performance improvement
- Process mapping
- Project planning and delivery
- Change management and restructuring
- Business optimisation

### SAMPLE PROJECTS WE HAVE DELIVERED

#### DIVISIONAL BUSINESS REVIEW

##### Brief:

Conduct a detailed review of a hire business and offer recommendations to improve efficiency and drive growth.

##### Key deliverables:

- Process mapped the sales and operational activities
- Conducted a competitor analysis and market assessment
- Performance evaluated the transport model
- Implemented lean ways of working
- Provided growth recommendations

##### Results:

- Streamlined core processes to enhance efficiency, ownership, quality and overall customer experience
- Accelerated sales commitment and improved fleet utilisation
- Reduced 'get ready' times and strengthened stock/asset management controls
- Increased transport capacity
- Developed a suite of performance metrics
- **A clear and deliverable 5-year growth plan**



#### TRANSPORT EFFICIENCY IMPROVEMENT

##### Brief:

Reduce subcontractor transport costs through better processes and increased internal capacity

##### Key deliverables:

- Analysed the transport operation and driver performance
- Reviewed order taking and communication processes
- Reviewed and tested route planning systems
- Trained the operational team on efficiency and best practice
- Implemented cost control processes

##### Results:

- Increased control and oversight of subcontractor usage, reducing external spend
- Strengthened driver engagement and enhanced day-to-day communication
- Reduced wasted time and increased value-adding activity
- Introduced a set of planning and performance metrics
- Established a weekly performance report to track progress and drive accountability
- **A 33% increase in internal 'moves per day' and 'cost per stop' plus a 50% reduction of subcontractor usage**

#### VEHICLE OWNERSHIP STRATEGY

##### Brief:

Conduct a review of the current fleet ownership model and recommend a sustainable and efficient model for the future

##### Key deliverables:

- Reviewed the fleet performance and total ownership cost
- Conducted stakeholder engagement
- Reviewed and benchmarked current and alternative vehicles
- Provided a 3-year financial model for all proposed options

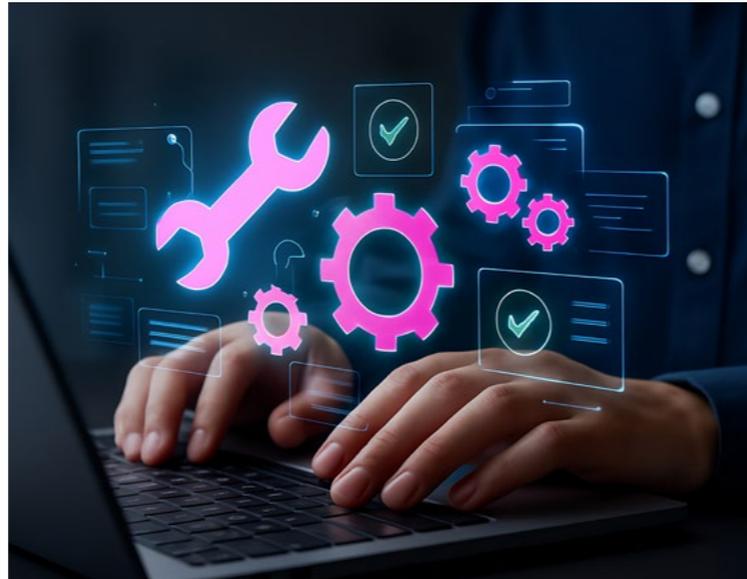
##### Results:

- Delivered a board-level presentation outlining strategic options, impacts, risks and mitigations
- Produced a detailed findings report with future-proofed recommendations
- Developed clear, transparent financial modelling to support decision-making
- Provided ongoing support to transition from owned vehicles to a leased fleet model
- **Significant release of working capital and reduction of monthly operating costs**

## OUR CORE SERVICES: Systems and Applications Support

Ensuring the right tools are in place, properly implemented and genuinely used, supported by clear processes and ways of working. We focus on how systems, people and workflows interact in practice, so technology enables consistency and accountability rather than creating friction, workarounds or hidden cost.

- Build tools and business systems
- Build data capture systems for robust reporting sources
- Manage and deliver system implementation projects
- Improve existing systems
- Support and maintain core operations
- Train and onboard teams into new systems/processes



### HR DATABASE

**Brief:**

Build and implement a HR database and transition away from multiple spreadsheets

**Key deliverables:**

- Reviewed the current systems and ways of working
- Conducted a gap analysis, including legal compliance
- Conducted stakeholder engagement
- Built and implemented the database

**Results:**

- Designed and implemented a fully integrated database, user interface and reporting suite
- Consolidated all spreadsheet-based processes
- Streamlined operations, reducing repetitive tasks and enhanced legal compliance
- Full visibility and traceability across all people management activities
- Improved the accuracy and efficiency of payroll
- **Designed, built and implemented the new solution**

### JOB MANAGEMENT SYSTEM

**Brief:**

Implement a job management system to optimise and future proof the transport and engineering operation

**Key deliverables:**

- Reviewed the current systems and ways of working
- Benchmarked and shortlisted market offerings, and recommended alternatives
- Developed a clear, structured implementation plan

**Results:**

- Project managed the implementation
- Created user guides and delivered staff training
- Transitioned from paper to a digital driver solution
- Implemented a set of planning and performance metrics to increase efficiency
- **Implemented a new system; improved driver engagement, team performance, customer experience and reporting**

## SAMPLE PROJECTS WE HAVE DELIVERED

### SAFETY REPORTING SYSTEM

**Brief:**

Build and implement an incident reporting solution to improve the reporting of near misses and incidents

**Key deliverables:**

- Conducted stakeholder engagement to understand why reporting is low
- Reviewed the current systems and ways of working
- Identified and presented a solution
- Implemented and trained staff on the solution

**Results:**

- Created a streamlined incident form accessible via QR code or smartphone icon
- Automated email alerts to notify key people instantly
- Enabled automatic updates to a centralised log
- Delivered a live dashboard showcasing trends, frequency metrics and real-time insights
- **A robust solution supporting the business' ISO45001 accreditation**

## OUR CORE SERVICES: Data Visualisation and Analysis

Turning operational data into clear, trusted insight that supports better decisions. We simplify reporting, surface what really matters and create visibility that helps leaders and teams understand performance, spot issues early and see how their contribution fits into the wider picture.

- Interactive dashboard building
- Data analysis, extraction and report building
- Reporting automation
- Forecasting and budgeting tools
- Cost models
- Advanced Excel and coding



### TRADING DASHBOARD

#### Brief:

Build a dashboard to facilitate daily trading meetings and monitor trading activity

#### Key activities:

- Connected to the existing management system
- Created a tailored dashboard to bring weekly trading results, customer behaviour and team performance together
- Trained the team on how to use the dashboards

#### Results:

- Eliminated meeting preparation time and facilitated more insightful content
- Delivered an end-of-day interactive online dashboard to show the day's trading insight
- Provided clear headline information with detailed drill-down capability
- Tracked trading activity, sales pipeline, discount levels, performance versus budget and sales team activity
- **A robust solution saving over 20 hours a week from manual data collating**

### TRANSPORT PLANNING

#### Brief:

Build a dashboard to visualise the current transport plan and identify inefficient activity in real time

#### Key activities:

- Visualised the current driver plan on a map
- Identified out of area and unscheduled work
- Eliminated manual export and upload activities

#### Results:

- Developed a custom interactive dashboard tailored to the planning team's needs
- Integrated a mapping solution displaying all transport activity by day, depot and activity type
- Added depot operating-area boundaries to highlight in-area and out-of-area movements
- Incorporated a routing solution to visualise all planned routes clearly
- **A robust solution to automate and eliminate the current complex way of working**

### SAMPLE PROJECTS WE HAVE DELIVERED

#### SAFETY DASHBOARD

##### Brief:

Build a dashboard to monitor incident trends and frequencies

##### Key deliverables:

- Connected to a central incident log
- Visualised the current activity and trends
- Built a set of metrics to monitor performance
- Identified opportunities to improve

##### Results:

- Developed an interactive online dashboard for real-time visibility
- Provided clear headline information with the ability to drill-down into detailed incident data
- Highlighted incident trends to support proactive safety management
- Delivered frequency metrics to track performance and identify emerging risks
- **A robust solution supporting the business' ISO accreditation**

# VIDEMUS CONSULTING

We see, we observe, we understand

## CONTACT VIDEMUS CONSULTING

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