



FRACTIONAL AI-READY BOARD ADVISER & EXECUTIVE COACH

SPECIALISING IN CROSS-BORDER GROWTH & GOVERNANCE

WILFORD AUGUSTUS

DIRECTOR | AUTHOR | FORMER MAYOR





WHAT I DO

AI-Ready Board Adviser & Executive Coach to Businesses & Governments | Specialising in Cross-Border Growth & Governance Advisory Across Leadership • Revenue • Digital • International Markets | UK ↔ Europe ↔ Americas

1. Operating from London, England, and serving a global audience, I am a fractional **AI-Ready Board Adviser & Executive Coach** to businesses and governments, specialising in cross-border growth and governance advisory.

2. Driving growth and governance when it matters most, I **help mid-market businesses** (£3M–£100M) scale **and governments** attract bilateral trade and foreign direct investment (FDI) across UK-anchored Global Economic Corridors.

3. Deploying an integrated growth model and decision-making framework, I derisk complexity, enhance efficiency, and build outcome-led growth and governance systems that create value across four distinct mandates: **Leadership • Revenue • Digital • International Markets.**



WHO I AM

International • Commercial • Elected Office | UK ⇄ Europe ⇄ Americas

- With **international experience** servicing multinationals across the United Kingdom, Europe, and the Americas, including EY, Santander-backed growth ventures, Kimberly-Clark, the United Nations, cross-border FDI agencies, and a host of SMEs, and as **Founder & Director** of the London Business Network Ecosystem™, I bring proven **commercial experience** to the fore.
- Drawing upon a wealth of public sector insight and political acumen from the City of Westminster, London, together with **elected office experience** as **Former Mayor** of Chesham, Buckinghamshire, England, I help clients create civic impact, engage in public-private partnerships, and make complex decisions, including under public scrutiny.





GROWTH MODEL

CONNECT → SET UP → SCALE

UNITED KINGDOM ↔ EUROPE ↔ AMERICAS

PRIVATE SECTOR MARKET ACCESS

BUSINESS & CORPORATE

International Expansion Advisory



Connect → Networking → New Opportunities.

- Curated High-Level Networking Experiences
- Personalised Commercial Introductions



Set Up → Market Entry → Business Readiness.

- Market Research & Go-to-Market Strategy
- London Launchpad & Business Presence



Scale → Market Access → Growth Execution.

- Market Access UK, Europe, Americas
- Fractional Board Advisory
- Executive Leadership Coaching

PUBLIC SECTOR MARKET ACCESS

GOVERNMENTAL & INSTITUTIONAL

Economic Development Advisory



Connect → Networking → New Opportunities.

- Curated High-Level Networking Experiences
- Personalised Commercial Introductions



Set Up → Market Entry → Business Readiness.

- Nation Branding Audit for Trade & FDI Attraction
- Economic Corridor Development Support



Scale → Market Access → Growth Execution.

- Market Access UK, Europe, Americas
- Fractional Board Advisory
- Executive Leadership Coaching



GROWTH MANDATES

Deploying an Integrated Growth Model and Decision-Making Framework, I Derisk Complexity and Build Outcome-led Growth Systems Across Four Distinct Mandates: **Leadership • Revenue • Digital • International Markets**



1) EXECUTIVE LEADERSHIP, BOARD GOVERNANCE & COACHING

Supporting organisations as a Fractional Chairman or Executive Leadership Coach, I derisk governance and human complexity to drive leadership growth. **Delivered via London Leadership Review.**



2) REVENUE & COMMERCIAL EXECUTION SYSTEMS

Advising organisations as a Fractional CMO, I derisk commercial complexity to drive top-line growth. **Delivered via Growth Marketing Global.**



3) DIGITAL, AI & CYBER GOVERNANCE & EFFICIENCY SYSTEMS

Operating as a Fractional CDO, I derisk technological complexity to drive bottom-line growth. **Delivered via Smart-Host Technologies.**



4) INTERNATIONAL EXPANSION, TRADE & FDI FACILITATION

Representing clients as a Fractional Economic Development Adviser, I derisk cross-border market access complexity to drive international growth. **Delivered via London Business Network.**



GROWTH OUTCOMES

LEADERSHIP GROWTH



- Board Oversight
- Strategic Alignment
- Impartial Judgement
- Analytical Rigour
- Stronger Leadership
- Improved Performance

TOP-LINE GROWTH



- Revenue Growth
- New Customers
- Greater Demand
- Strategic Partnerships
- Stronger Pipeline
- Market Expansion

BOTTOM-LINE GROWTH



- Increased Profitability
- Productivity Gains
- Cost Reduction
- Reduced Risk
- Cyber Resilience
- Operational Efficiency

INTERNATIONAL GROWTH



- New Markets
- Export Growth
- FDI Growth
- Global Partnerships
- International Influence
- Global Reach

ONE STRATEGIC FOCUS • FOUR PILLARS • ONE STRATEGIC OUTCOME



CASE STUDY

LEADERSHIP GROWTH

1) EXECUTIVE LEADERSHIP, BOARD GOVERNANCE & COACHING MANDATE



THE PROBLEM

- £25M turnover business
- Board misalignment
- Weak governance policies
- Frequent disagreements

(most common issue)



THE SOLUTION

- Acted as impartial arbiter
- Created / reinforced policies
- Reinforced system / Clarified roles
- Crystallised strategic objectives

(typically resolvable in 90 days)



THE OUTCOME

- 50% disagreement reduction
- Improved board performance
- More analytical decision making
- £90K annual advisory investment

**Leadership Growth
Achieved**

Outcomes Enabled by Disciplined Binary Decision-Making Framework: Does This Help or Hurt Our Strategic Objectives?

Engagement Model: Fractional Chairman, Board Adviser or Executive Leadership Coach | Duration: 3–12 months



CASE STUDY

TOP-LINE GROWTH

2) REVENUE & COMMERCIAL EXECUTION SYSTEMS MANDATE



THE PROBLEM

- £5M turnover business
- Losing 10% of customers annually
- AI & lower-cost competition threat
- Downward trajectory

(market share threatened)



THE SOLUTION

- Growth Audit undergone
- New demand generation campaigns
- Premium service launched
- Operational efficiencies gained

(diversified without increasing costs)



THE OUTCOME

- 10% stop loss of customers
- 5% sales growth of new customers
- Zero back-office cost increase
- £120K annual advisory investment

**Top-Line Growth
Achieved**

Outcomes Enabled by Disciplined Binary Decision-Making Framework: Does This Help or Hurt Our Strategic Objectives?

Engagement Model: Fractional CMO | Duration: 3-12 months



CASE STUDY

BOTTOM-LINE GROWTH

3) DIGITAL, AI & CYBER GOVERNANCE & EFFICIENCY SYSTEMS MANDATE



THE PROBLEM

- £12M turnover business
- Website-only (no e-commerce)
- Manual ordering & delivery processes
- High friction, low margins

(leadership technology skills gap)



THE SOLUTION

- Enhanced hosting infrastructure
- Hardened Cybersecurity
- Built online booking system
- Integrated DHL delivery automation

(deployment of relevant technology)



THE OUTCOME

- 40% efficiency gained in 12 months
- 20%+ profitability increase in 12 months
- 30% customer satisfaction increase
- £90K annual advisory investment

**Bottom-Line Growth
Achieved**

Outcomes Enabled by Disciplined Binary Decision-Making Framework: Does This Help or Hurt Our Strategic Objectives?

Engagement Model: Fractional CDO | Duration: 3-12 months



CASE STUDY

INTERNATIONAL GROWTH

4) INTERNATIONAL EXPANSION, TRADE & FDI FACILITATION MANDATE



THE PROBLEM

- £20M turnover foreign business
 - Zero UK market access
 - No local infrastructure
 - Limited established connections
- (overseas operational constraints)*



THE SOLUTION

- Plug-and-play UK Market Access Team
 - Local partner amplifiers through LBN
 - Trust-cycle gap resolved with local team
 - We build pipelines. Clients close deals.
- (diversified without increasing costs)*



THE OUTCOME

- UK foothold established
- £150K contract won within 6 months
- 3:1 ROI within 12 months
- £120K annual advisory investment

**International Growth
Achieved**

Outcomes Enabled by Disciplined Binary Decision-Making Framework: Does This Help or Hurt Our Strategic Objectives?

Engagement Model: Fractional Economic Development Adviser | Duration: 3–12 months



WHY BUSINESSES AND GOVERNMENTS ENGAGE ME

I operate as a **trusted external executive adviser and strategic co-delivery partner**, brought in selectively where high-level judgement, public or private sector market access, and execution credibility are decisive.

As the Director of London Business Network, with a track record at the intersection of institutional, business, and civic life, clients benefit from my blend of private and public sector commercial acumen, my digital acuity, and access to my global partner network as they expand across borders.





DIRECTOR'S FRAMING

London Business Network was founded on a simple observation: Markets do not open through visibility alone; they open through trusted relationships.

Built around the way London actually works across business, civic life, and culture, **we convene the right people, in the right rooms, for the right commercial opportunities.**

Our approach is underpinned by my UK-anchored international executive leadership experience, grounded in business and public service, delivering:

- Private-Sector Execution and Public-Sector Insight
- AI-Ready Boardroom and Cross-Border Leadership
- High-Value, Low-Volume, Relationship-Led Growth





REQUEST A PRIVATE CONVERSATION

If you believe your business or organisation would benefit from structured market access to London and the UK's business, investment, and governmental ecosystem to drive growth, I invite you to schedule a private conversation. **Book a free online discovery meeting via our website today.**

www.londonbusinessnetwork.uk





EXECUTIVE ADVISORY RATE CARD

WILFORD AUGUSTUS • AI-READY BOARD ADVISER AND EXECUTIVE COACH

Specialising in Cross-Border Growth & Governance Advisory Across Leadership • Revenue • Digital • International Markets

- **HOURLY ADVISORY** – SPECIFIC QUESTIONS | ANALYTICAL RIGOUR | DISCREET SOUNDING BOARD | DECISIONS **£750 + VAT**
- **HALF-DAY STRATEGIC SESSION** – DEEP DIAGNOSTIC | ROADMAPS | COMMERCIAL EXECUTION **£2,500 + VAT**
- **FULL-DAY STRATEGIC ENGAGEMENT** – BOARD ALIGNMENT | STRATEGIC BRIEFINGS | MASTERCLASSES **£4,500 + VAT**
- **KEYNOTES, FIRESIDES & RETREATS** – GROWTH & GOVERNANCE | BUSINESS & GOVERNMENT | UK & GLOBAL **£4,500 + VAT**
- **FRACTIONAL MANDATES** – CHAIR | CMO | CDO | NED | ADVISER | EXECUTIVE COACH **£30,000–£120,000 + VAT**

Availability & Indicative Starting Rates: Engagements scoped according to mandate, duration, and complexity. Bespoke retainers and long-term advisory contracts available upon consultation and fit. Fractional engagement duration: 3–12 months.

Business Travel: Central London Travel Included. Domestic and International Business Class Travel, 5-Star Accommodation, Transfers, and Subsistence Billed Separately at Cost. All Engagements Include Full Access to the London Business Network Ecosystem™.