



**The fast track system for  
building best in class teams  
and record profits**

**The Gameplan™ is a fast-track system to help businesses  
create high performance teams and maximise profits.**

It's a unique five-phase approach that puts employees at the centre of business success and systemises your business so managers spend less time managing staff, and more time on business strategy and growth.

The Gameplan™ takes from two to five months to implement depending on the size and structure of your business, but you can expect to see tangible results within the first few weeks.

By the end of the process, everyone in the business will have fed into - and bought into - the company's vision and values, will know what is expected of them to help drive business to the next level, and will be motivated to do so.

#### **What this process will help you achieve**

- An aligned (and happier) team of staff working to a shared vision
- Measurable targets and business goals
- Increased productivity
- Increased revenues
- A business that manages itself
- More time for strategy and business growth

#### **Support**

Throughout the process, Jim will take you and your teams through the whole process and be on hand to provide one-to-one support. The ultimate goal is to have a thriving and sustainable business with happy, motivated and successful employees.

## Jim Overend: Founder and Gameplan™ Consultant

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Jim has played and worked in professional sport for the last 25 years.

A former professional rugby player, he has gone on to build high performing teams and deliver record-breaking commercial revenues for professional football, cricket and rugby clubs.

The Gameplan™ has been built on the exact processes and strategies he has used in sport.

The key to its success lies in its employee focus; by the end of the process you'll have clear business goals and values, your staff will be more motivated and work more efficiently, and you'll free yourself up to focus on the strategic activities that will see your profits skyrocket.

**Your business set up and managed as you have always wanted it.**





"Jim spent about two months working with us to devise a new strategy based on our

behaviours, activity, attitudes and review processes, culminating in a very successful "away day" meeting to agree and implement the finished plan.

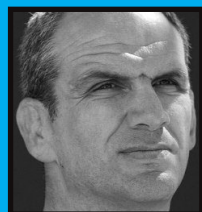
It is no coincidence that in the second month following this process we achieved an all-time record month for the business.

Six months on morale is high, activity is soaring and results are continuing to improve.

This has been a very successful exercise for us and I would highly recommend Jim and his Gameplan™ strategy for any business who is looking to maximise their performance."

**John Taylor (RIP)**

Business Owner



"I was awarded a Testimonial Year in 2003 following the Rugby World Cup and the opportunity to

celebrate my career as well as support three charities closest to my heart was exciting but also a huge challenge. I knew Jim as a player and knew he would deliver. He did not fail to disappoint.

The Testimonial Year was record breaking at the time and we managed to raise an incredible sum for the charities concerned.

Jim has gone on to achieve great success at three of Leicester's professional sporting clubs which is unique. I have no doubt The Gameplan™ with Jim's drive and determination will really help business owners increase their revenues and build best in class teams."

**Martin Johnson MBE**

World Cup Winning  
Rugby Captain

## A 100% record of success. Join the list...

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"I head-hunted Jim to turn around two key multi million pound commercial

departments - which he did in a very short space of time using what are now The Gameplan™ methods.

He put in place a high performance culture and in less than two years both departments achieved record breaking revenues.

Jim has a unique skillset and a wealth of experience gained from having worked in three different sports. He has also been a professional sportsman.

In short, The Gameplan™ will deliver successful outcomes for your business."

**Jonathan Gregory**

Former Commercial Director,  
Leicester City Football Club



"I joined Leicestershire CCC in 2014 to turnaround an underperforming operation.

Jim was instrumental in this process, he succeeded in securing the club's first ever naming rights partner and the first ever concert Elton John's Wonderful Crazy Night Tour with over 17,000 spectators.

He also managed to double Leicestershire's CCC commercial income in under four years.

Jim is honest, up front, professional and he makes things happen. Trust him to turn your business around."

**Wasim Khan MBE**

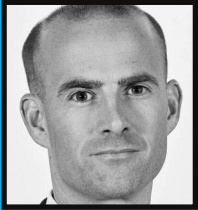
Former CEO, Leicestershire  
County Cricket Club

**Max Anderson - Gameplan Consultant**

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"Jim came into Harmony at a critical growth stage of our business. He was key to helping

lay out the foundations for our strategy and effectively communicating this to the team.

Jim is an excellent communicator and motivator.

We now have a efficient system in place which enables us to ensure we are fully engaged with the team and maximising our potential.

I wouldn't hesitate in recommending Jim's services to others."

**Peter Kavanagh**  
CEO  
Harmony Energy



"Having experienced a challenging two years, the Gameplan™ has helped all our

employees on the role they need to play to help build a great company.

We are using the Gameplan™ structure to continuously improve our business going forward."

**Garry Ogden**  
CEO  
Ogdens Fulfilment



"Jim's input has been really valuable to me, as a team manager and leader.

He's been able to quickly construct an objective appraisal of our processes and team culture.

This has allowed us to redefine our behaviours and values, and areas where we can improve and move forward in order to help us achieve our goals."

**Jon Stuart**  
Founder and Director  
NewStar International



"I found the process of the Gameplan™ hugely helpful and insightful. It allowed me to

break down my own aspirations within the business into achievable goals with measurable targets and timeframes.

The Gameplan™ made clear the goals and targets for my colleagues and the company as a whole allowing me to see how I can contribute towards the future success of my colleagues and the business.

I would advise anyone wanting to focus and align their business and staff onto the same pathway, to contact Jim about The Gameplan™."

**Brodie Faint**  
Director  
Commercial Property Partners

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**Max Anderson - Gameplan Consultant**

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"Working with Jim has been a fantastic experience. I now feel more confident in

my role and have a clear understanding of my goals, KPI's and the expectations of my employers.

Jim gave everyone in the team an opportunity to voice their opinions, concerns and ideas, creating a safe space where everyone felt they could contribute.

I am now clear on our business strategy, goals and USP along with my own targets. With the support of my colleagues, I know we can succeed as individuals and as a business going forward.

I would highly recommend Jim to other contacts and businesses."

**Katie Haxton**  
Client Director



"Extraordinary levels of professionalism. Jim has made understanding the functionality of our

business model easy to understand and develop.

The process brought the team together highlighting both our strengths and weaknesses but gave us solutions to fix and improve."

**Julie Hayton**  
Owner and Director  
Function Jigsaw

## A 100% record of success. Join the list...

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"The Gameplan™ was a great process to help us identify where we are now and the areas we

need to focus on to be the best we can."

**Karl Muldowney**  
Commercial Director  
GVB Biopharma



"Jim has been excellent. He has worked with our team to provide clarity, structure

and performance management disciplines to help us achieve our strategic goals.

I would highly recommend Jim and the Gameplan™ if you have a sales team which requires focus and alignment to the business values."

**Jonathan Flint**  
Owner and Director  
Flint Hyde

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"Working with Jim on The Gameplan™ was a fantastic experience. I thought we were doing most things right; we are an early-stage business and it really has been all hand's on deck.

Whilst this approach got us started, as we began to grow it was obvious the team were unclear about their roles and responsibilities and did not have KPIs and Objectives. In order to achieve our company vision, all team members need to be on board, and going in the same direction of travel.

The Gameplan™ has certainly aligned us as a team and will be a great tool to use in the business both day to day and for future recruitment. By the end of the project we achieved an employee net promoter score of 69% which is a fantastic achievement. We look forward to continuing our relationship with Jim."

### **Leanne Bonner-Cooke MBE**

Founder and CEO  
E-Bate Ltd

### **Max Anderson - Gameplan Consultant**

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Choose from...

## THE GAMEPLAN™ PERFORM OR FULL CONTACT PACKAGES

- Suitable for organisations with 100+ staff and across all sectors.
- Tailored to your specific needs and delivered virtually or face-to-face.
- Perform and Analytics packages start from £1,500 and Conditioning from £500 per month for a minimum six month term.
- Full Contact packages range from £5,000 to around £25,000 for teams of 3 to 40 plus staff. Larger teams can be quoted for on request.



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Option 1...

## THE GAMEPLAN™ PERFORM

Transformational programmes and coaching for ambitious teams.

- **Executive Coaching and Mentoring**

One-to-one support and 360 Feedback for Managers, MDs and CEOs across leadership, vision, values, objectives setting, strategy, end games and business planning.

- **High Performance Teams**

Create a shared purpose, aligning company goals, accountability with your staff, managers, board and senior leadership teams.

- **Super Sales Teams**

Develop and build a record-breaking sales team performing at their personal bests.

- **A Winning Culture**

Focusing on values and behaviour. We'll pull your team together to create an unbeatable culture.

- **Away Days, Team Building and Workshops**

Bespoke events to engage and motivate staff to achieve your goals - and theirs!

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Option 2...

## THE GAMEPLAN™ FULL CONTACT

**The fast track, targeted and proven programme to take your business and teams to the next level and smash your stretch targets.**

We work across your organisation to engage your employees, achieve their buy-in and get everyone working to shared goals through their own Gameplans. Get set for best-ever performance and profits and your organisation set up as you have always wanted it.

- **GAMEPLAN™ Analytics**

Choose from our suite of surveys including 360 degree management reviews, staff and customer surveys and bespoke questionnaires.

- **GAMEPLAN™ Conditioning**

Exclusive to our Full Contact clients: Gain access to ongoing support and surveys to ensure your teams continue to perform, new starters are quickly aligned to your goals through their own Gameplan, and your business continues to soar.

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Join the list...

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## 100% SUCCESS RATE

Inspiring our clients to achieve extraordinary things.  
Be part of the Gameplan success story

- Fast tracked success across all sectors.
- Significant improvements to employee engagement scores.
- 25% revenue increase on average.
- A proven, practical approach designed to achieve your goals...  
Created by someone who's actually been there!
- Money back guarantee if we don't meet the pre-agreed objectives.

Max Anderson - Gameplan Consultant

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