



LONDON
BUSINESS
NETWORK



DRIVING GROWTH WHEN IT MATTERS MOST

INTERNATIONAL EXPANSION • BILATERAL TRADE & FDI • UK ⇄ EUROPE ⇄ AMERICAS

WILFORD AUGUSTUS

UK ⇄ GLOBAL GROWTH ADVISER

DIRECTOR | FORMER MAYOR | FRACTIONAL EXECUTIVE





WHAT I DO • WHO I AM

INTERNATIONAL EXPANSION • BILATERAL TRADE & FDI • UK ⇄ EUROPE ⇄ AMERICAS

- As a trusted UK ⇄ Global Growth Adviser and strategic catalyst for cross-border market access, **I help mid-market businesses (£3M–£100M) scale and governments attract bilateral trade and foreign direct investment (FDI)** across UK-anchored Global Economic Corridors.
- In addition, I help organisations **turn traditional networking into relationships and global opportunities into revenue** through my proprietary AI-driven LBN Growth App™ fitted with a McKinsey-level Growth Audit™ and ROI report.
- As the Director of London Business Network, Former Mayor of Chesham, Buckinghamshire, England, and an AI-Ready Board Adviser, **I bring international executive leadership experience grounded in business and public service**, and in-country lived experience across the United Kingdom, Europe, and the Americas.

GROWTH MANDATES

Deploying an integrated growth model and decision-making framework as a litmus test, I de-risk complexity and build outcome-led growth systems across four distinct growth mandates: Board, Revenue, Digital & International Markets.



1) BOARD GOVERNANCE & EXECUTIVE LEADERSHIP 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.**



3) EFFICIENCY SYSTEMS & DIGITAL, AI & CYBER GOVERNANCE

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



2) REVENUE SYSTEMS & COMMERCIAL EXECUTION

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



4) INTERNATIONAL 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 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 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) BOARD GOVERNANCE & EXECUTIVE LEADERSHIP 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 or Executive Leadership Coach | Duration: 3 - 12 months

CASE STUDY - TOP-LINE GROWTH

2) REVENUE SYSTEMS & COMMERCIAL EXECUTION 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) EFFICIENCY SYSTEMS & DIGITAL GOVERNANCE MANDATE



THE PROBLEM

- £12M turnover business
- Website-only (no eCommerce)
- 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 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 Pipeline, 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.

With a track record at the intersection of institutional, business, and civic life, **clients benefit from my wealth of commercial and public sector acumen, as well as access to my global partner network** as Director of London Business Network.





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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 London-anchored international executive leadership experience, **grounded in business and public service**, delivering:

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





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REQUEST A PRIVATE CONVERSATION

If you believe your business or organisation would benefit from structured market access to London's business, governmental, and investment 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 • UK ↔ GLOBAL GROWTH ADVISER

HOURLY ADVISORY – Specific questions, decisions, strategy	£750 + VAT
HALF DAY STRATEGIC SESSION – Board alignment, strategic briefings, masterclasses	£2,500 + VAT
FULL DAY STRATEGIC ENGAGEMENT – Deep diagnostic, roadmaps, commercial execution	£4,500 + VAT
FRACTIONAL AND BOARD MANDATES – Fractional Chair CMO CDO BD NED (3 – 12 months)	£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.

All Engagements Include Access to the London Business Network Ecosystem™