

Setting up Your Own Consultancy Practice

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Outcomes

To help you to:

- Appraise your suitability to run your own business
- Identify an appropriate trading structure
- Prepare an initial business plan
- Develop strategies to win and deliver work
- Consider options for the development and growth of your business

Structure of this session

1. Introductions
2. Your objectives
3. Your business services
4. Your business infrastructure
5. Achieving your goals

Introduction to me

- **James Bridgland CMIOSH**
- **Studied Rural Land Management**
- **Joined national firm of Chartered Surveyors**
- **Developed specialism in health and safety professional advice**
- **Set up own practice**

Introduction to you

Poll – please choose which statement applies to you

- 1. I work in health and safety but not as a consultant**
- 2. I work as a consultant for someone else’s business**
- 3. I have set up my own consultancy practice which employs me and a family member – but no “third party” staff**
- 4. I have set up my own consultancy practice which employs “third party” staff**

Your objectives

It may be a cliché, BUT:

'Where do you see yourself in 10 years' time?'

... and (depending on your age) ... where do yourself in 30 years' time?

Unless you know the answer – you probably won't get there!

Your objectives

Things to think about:

MONEY

- Personal budget
- How much do you need?
- Do you have a 'buffer'?
- Future requirements
- Retirement



Your objectives

Things to think about:

LIFESTYLE

- Be your own boss?
- Your time is yours

... But be careful what you wish for ...



Your objectives

	MONEY	LIFESTYLE
ADVANTAGES	<ul style="list-style-type: none">• Earn what you want• Flexibility of remuneration	<ul style="list-style-type: none">• Freedom• Challenge• Achievement
DISADVANTAGES	<ul style="list-style-type: none">• No guaranteed income• No holiday pay or sick pay• No pension, car, benefits• Personal liability	<ul style="list-style-type: none">• Solitude• Danger of over-work• Unpopular tasks as well

Your objectives

What type of work do you enjoy?

- **Are you good at it?**
- **Is there demand for it?**
- **Will it pay enough?**

Who are your potential clients?

Are you willing to expand and employ people as your business grows?

Write a Business Plan – it will change but you need a plan

Your objectives

CASE STUDY

Turning down a good job ...

Your business services

Key attributes

- Organisation skills
- Social skills
- Positive attitude
- Professionalism

For a head start ...

- Consultancy experience
- An identified market and “product”
- Network of contacts
- Established reputation in your sector

Your business services

- **Trading structure**

- Sole trader
- Partnership
- Limited Liability Partnership
- Company

- **Trading name**

- The right image?
- Companies House name availability
- Domain name (.co.uk or other) availability

Your business services

How will you present your business services?

- What 'product' are you selling?
- What will you call it?
- Will your clients and the market recognise it?

I saw this in France...

“we can move your s...tuff”



Your business infrastructure

Premises

- Home
- Home and “pay as you go” office space
- Shared office
- Own office



Your business infrastructure

IT systems

- Security of data
- Remote access to data
- Website
- Email systems
- Telephone (land line,
mobile, phone bureau)



Your business infrastructure

Outsourcing

**You may be good - but you cannot do it all
... at least not effectively**

**Stick to what you are good at and look at outsourcing
admin or specialist tasks:**

- **Typing reports**
- **Bookkeeping**
- **IT systems management**

Your business infrastructure

Outsourcing

This could include specialist professional work which is ancillary to your core work

Refer work

Sub contract (but note the liabilities)



Your business infrastructure

Business systems

- Professional memberships
- Regulation (data protection, copyright, etc.)
- Insurance (equipment, employees, PL, PI)
- Stationery and forms
- Terms of business
- Filing (including archives and retention periods)

Your business infrastructure

Financial matters

- **Banking**
- **Accountant**
- **Cash flow and budgets**
- **Debtor management**
- **VAT registration (£83,000, flat rate scheme)**
- **Tax (income tax, NIC, corporation tax)**
- **Set aside a part of fees paid to pay tax bills**

Your business infrastructure

Financial matters - cash flow

SAFETY PRACTICE LTD							
FEE LIST 01.01.16 - 31.12.16							
JOB	Confirmed	Potential	Billed	Expenses	Invoice no.	Month	Total
ABC Holdings Plc							
West Street depot noise survey			2,200.00	659.35	16001	Jan	2,859.35
Risk assessment work	4250.00						
Health and safety training		1,800.00					
Big Manufacturers Ltd							
ISO 18001 accreditation	6,500.00						
Premises audits			10,560.00	358.00	16002	Feb	10,918.00
Management reports	2,750.00						
City Productions							
Strategy review			965.00	96.50	16003	Mar	1,061.50
COSHH assessment advice		6,850.00					
Incident management training	3800.00						
TOTAL	17,300.00	8,650.00	13,725.00	1,113.85			14,838.85

Achieving Your Goals

- **Stick to what you know**
- **Become the expert**
- **Be helpful**
- **Refer work to people**

My best instructions are referrals from satisfied clients

Achieving Your Goals

3 top tips:

1. “People buy people” – relationships are vital
2. Clients like reliability, honesty and integrity
3. Under-promise and over-deliver

Further information

Institution of Occupational Safety and Health

www.iosh.co.uk

- Branches
- Consultancy Group
- Resources

Chartered Institute of Personnel and Development

www.cipd.co.uk

www.gov.uk

- Starting up a business
- Writing a marketing plan



IOSH Consultancy Group 2016

- Representing IOSH members who are consultants (employed or self-employed)
- Forum for consultants: networking, professional development, resources
- National networking events focusing on consultants' professional and business interests
- IOSH guides on consultancy
- Not all our members are full-time consultants. Some have an aspect of consultancy as part of their wider role

