

# ROBERT CRAVEN

'The Entrepreneurship Guru' and one of the most authoritative voices on development strategies for independent businesses

LONDON  
SPEAKER  
BUREAU



Robert spent five years running training and consultancy programmes for entrepreneurial businesses at Warwick Business School. Running his own consultancy since 1998, he is now one of the UK's best-known and sought-after speakers on entrepreneurship.

He is not full of theoretical rhetoric; he offers practical solutions – tangible business results. Robert's work on marketing and strategy has been widely published and acted upon by thousands of growing businesses. Robert's track record at helping businesses is very impressive. Add to this his broad experience at board level and you will understand how and why he uniquely adds value to all the businesses that he works with.

## Topics

- Business
- Consultant
- Entrepreneurship
- Marketing
- Strategy

Alongside his numerous speaking engagements, Robert also does consulting work for, and is personal mentor to the leaders of a number of growing businesses in the UK. Robert runs The Directors' Centre, the award-winning management consultancy company. Alongside his numerous speaking engagements, Robert personally works with a select list of personal clients, acting as mentor to the managing director or the board. Typically these are fast-growth businesses, most of whom have won awards for their exceptional business performance.

Recent clients include: AirBus, Barclays, Land Rover Jaguar, Microsoft, BlackBerry, Warwick and Cranfield Business Schools, E.ON, Nando's, Serco, Tenon, Post Office Counters, Dept for Business Innovation & Skills (BIS), Virgin, Ritz Carlton and Sandals...

As a speaker, Robert shows you and your team what you need to do to grow and develop your business. His message works in two directions: he shows growing businesses how to be more businesslike; he shows multinationals how to be more nimble. Robert delivers his message in a straight, honest and frank way – a way that you and your team will understand. He helps companies as they face the challenges of growth, showing how to develop and implement strategies that focus on customers and profitability. His books have been described as 'truly inspirational' by The Independent.

Specialist Subjects :

- **10 Things To Do In The Next Ten Days: To Increase Sales Profit**
- **Cash And Customers**
- **Bright Marketing ? Why Should People Bother To Buy From You?**
- **More Profit ? How To Significantly Increase Sales And Profit**
- **The Expert Business ? How To Attract And Retain Brilliant Clients**

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