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Critical Friend

A critical friend can be defined as a trusted person who asks provocative questions, provides data to be examined through another lens, and offers critiques of a person's work as a friend.



A critical friend takes the time to fully understand the context of the work presented and the outcomes that the person or group is working toward. The friend is an advocate for the success of that work.

The critical friend role isn't necessarily to provide the answers, it is much more about providing valuable, honest and confidential viewpoints.

Small businesses often need someone to supply independent strategic advice on issues and opportunities.



What can a business get from a Critical Friend?



Provide an external and independent assessment of the business



Understand the business issues and outline opportunities



Bring management and complementary business skills to the business



Be a sounding board for the Directors



Provide a plethora of new connections for the business



Understand the status quo with a view to growing the business



Provide focus for the development of the business



Drive and motivate the directors to continue to develop the business



Assist with succession and exit planning

For further information about how our consultants can grow your business then please contact us

Incremententa Consulting Limited, Kibworth, Leicestershire LE8 0PF

Telephone: +44 (0) 7837 323 212



Email: s.hartley@incremententa.co.uk



Online: www.incremententa.co.uk