

Emma Thompson

Big Difference Consulting

Need to create that unique proposition to help you get future clients?

Mark, MD of Big Difference Consulting, knew what business he was in but it was in his head. After an initial conversation Mark had a clear framework from which to draft an informative brochure documenting his experience, the organisation's training philosophy, biographies of the Associates the company engages, evidence of success, client quotations and **what it is that makes the Big Difference**. After some tweaking from me, Mark was able to start using it to support requests for information and use the content in proposals.

'Emma has helped us realise what Big Difference Consulting is about and what actually makes our difference. She is a very clear, analytical thinker who has provided us with a valuable new perspective on what we do and rekindled our sense of excitement about doing it. She is also a pleasure to work with.'

Mark Arnold, MD of Big Difference Consulting

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