

Collins Consulting Group Limited

Building a Compounding Growth Engine for Collins Consulting Group

A fully managed marketing and operational programme, designed around Faye's time, her sector authority, and her ambition to scale through associates

OVERVIEW

Executive Summary

Collins Consulting Group sits at a moment most founder-led consultancies rarely get to enjoy. With retainer income secured through to the end of December, you have earned the space to build a growth engine deliberately rather than in reaction to the next gap in the diary. As you put it, you are in a fortunate position where the immediate concern is not money, but rather the time to build the strategy for your networking, your marketing and your growth plan. That runway is the asset this proposal is designed to use well.

The objective is straightforward to state and demanding to deliver: consistent, compounding demand for your services, and meaningfully more of your own time returned to you. Both are delivered fully done for you. You are clear that you are new to marketing and short on the hours to learn it, and that your energy is best spent on high-value delivery and on positioning yourself as the differentiated HR authority in private healthcare. The programme is built around that stance. Empowrd runs the marketing and the operational support; you stay focused on the work only you can do, and on scaling through your associate network under your own brand.

The aim is a business that generates demand without depending on you to network, design or chase it, so your time compounds into brand and pipeline rather than being spent on manual grind.

WHERE THINGS STAND

Diagnostic and Current State

The foundations here are genuinely strong. Twenty years of senior HR experience, accredited mediation, and credibility across private healthcare and maritime give you something most consultancies spend years trying to manufacture: authority that is real and specific. Near-term income is secure through two retainers, one associate is already working under your brand, and you have an accountant in place. This is a business with substance, not a business searching for a proposition.

What is absent is the layer that turns that substance into consistent demand. There are no marketing systems, no CRM, and no analytics giving you a view of reach or pipeline. Your Instagram following of around six thousand has grown from crafting and hobby content rather than from your professional expertise, and your LinkedIn network, while well-composed of HR contacts, healthcare leaders and business owners, is still modest at around five hundred connections. None of this is a shortcoming. It is a clean slate, and an unusually good one, because the audience can be rebuilt around the expertise that actually wins you work.

Recoverable time in the day-to-day

There is also time sitting inside your admin that can be given straight back. You described the reality plainly: whether it is invoicing or sending out proposals, there are real basics where you know you can work smarter rather than spending two hours trying to get something out. Those are recoverable hours, and they are among the first things the programme addresses.

An early, attributable win is built into the plan by design, so that the model demonstrates itself quickly and you can see demand beginning to compound rather than taking it on faith.

THE OPPORTUNITY

Strategic Context

Your ambition is to be the standout HR voice in private healthcare, and the market gap you have identified is precise. Leaders in these organisations are promoted because they are excellent clinicians, or because they were very good in their previous role, but they have not been invested in as people leaders. That gap has consequences. In your own words, it produces the widespread grievances they are getting, and the litigation they are facing or potentially facing. This is exactly the pressure point where your leadership development and mediation expertise matters most.

Positioning and content built around that specific gap attract the clients who feel it most acutely. When you describe being the only HR person in the room at senior healthcare gatherings, that is not a networking preference; it is a signal of where your differentiation is strongest and least contested. Consistent, well-aimed content lets you occupy that space continuously, rather than only in the moments you can physically be present.

- Leadership development for clinically or operationally excellent leaders who have not been developed as people managers
- Mediation and early resolution positioned against the grievance and litigation exposure that follows under-invested leadership
- A distinct, sector-specific voice in private healthcare and maritime, where generalist HR messaging does not land

OPERATING PARAMETERS

Constraints

The right solution has to respect a handful of clear parameters, and they shape the model rather than limit it. You have almost no time to learn or execute marketing yourself; as you noted, you have not had two seconds to sit down and invest in teaching yourself this. That is a sensible reason to have it handled for you, not around you.

You are also candid that the networking and content grind is not where you want to spend energy. Networking, in your words, is just vile, and while you enjoy making a post look eye-catching in Canva, you can lose far too long to it before landing on what to actually say. Protecting your time for high-value delivery is precisely why demand generation should be produced and run for you. As a solo operator with one contract associate, minimal founder input is not a preference to accommodate; it is the design principle.

Every element of the programme is built to be delivered for you, so the model asks for your judgement and your expertise, not your hours in Canva or your presence at events you would rather skip.

WHY NOW

The Risk of Inaction

You have already named the core risk more sharply than any diagnostic could: you think you have got time, until you know that marketing has to compound. That insight is the whole case for starting now. The secured income window is finite, and the value of a growth engine comes from the months it has been running, not from the day it is switched on.

If a pipeline is not building through this window, the likeliest outcome is arriving at year end with excellent credentials and no self-generated demand, still dependent on retainer renewals and referrals you do not fully control. The risk is not financial pressure; your position is comfortable. The risk is lost momentum and a missed window, the difference between reaching January with an engine already turning and reaching it having to start from a standstill.

HOW IT RUNS

Phased Roadmap

The programme is delivered in three phases, each fully done for you, and each designed to reduce your personal involvement rather than increase it. The sequence is deliberate: establish the foundations and prove the model early, then build demand that runs without you, then scale reach so your associate network can be fed with brand-led work.

Phase one: positioning, message and operational basics

We establish your positioning and message around the private healthcare gap you have identified, and we put the operational basics in order. That means systemising invoicing, proposals and workflow so the two-hour admin jobs stop costing you two hours. This phase carries an early, visible win, an attributable result you can point to, so that momentum is evident quickly and the compounding effect is something you can see beginning.

Phase two: consistent content and demand generation

We build and run a consistent content and demand generation engine on your behalf. This is where the Canva hours and the blank-page moments disappear: topics, production and publishing are handled for you, aligned to the sector authority you want to hold. Visibility and pipeline build without you having to network or design.

Phase three: scaling reach and lead flow

With the engine running, we scale reach and lead flow so there is brand-led work to route through your associates. This is the point at which the business generates demand independently of you personally, and where your associate model becomes genuinely scalable, fed by a brand rather than by your individual effort.

Phase	Focus	Your involvement
One	Positioning, message, and operational systemisation, with an early visible win	Light: sharing expertise and sign-off
Two	Managed content and demand generation that runs without you	Minimal: occasional input, no execution

Phase	Focus	Your involvement
Three	Scaling reach and lead flow to feed the associate network	Strategic: brand-building, not marketing

THE PARTNER

Why Empowrd AI

Empowrd is built for exactly the position you are in: a founder who values her time and has made a deliberate choice to have marketing and delivery support handled rather than to become a marketer herself. Your stance was clear when you said, tell me what I need. The fully managed model answers that directly. We define and run the strategy, produce the content, generate the demand and streamline the operational drag, so you are a strategist and brand-builder rather than a marketer and admin operator.

This is the choice of a founder using her runway well, not a substitute for experience you feel you lack. The return is threefold: reclaimed hours in your week, a pipeline that compounds while you focus on delivery, and a brand that grows beyond you personally so your associate network has something substantial to work under. That is the case for the investment set out below.

You bring the expertise and the sector authority. Empowrd brings everything that turns it into consistent, compounding demand, delivered for you.

INVESTMENT

Investment

The engagement is structured as a fully done-for-you programme, with Empowrd handling positioning, content, demand generation and the operational systemisation that removes manual admin drag. The shape is deliberately weighted so that your involvement decreases over time while pipeline builds: an initial phase that establishes the foundations and delivers an early visible result, followed by ongoing managed delivery that runs without requiring you to design, write or network yourself. The figures below reflect that managed model and the operational stack that supports it.

Engagement	GBP	USD
Signature Blueprint <i>First step · 2–4 weeks</i>	£4k	\$5k
Magnetic Marketing (DWY)	£2.1–2.6k/mo	\$2.8–3.5k/mo

Pricing shown is indicative and pending Aman's confirmation before this proposal is formally issued.

THE TEAM

Your founders

EMPOWRD AI | CO-FOUNDER

Aman Singh

Technology, Marketing, Systems & Commercial Discipline

Aman leads technology and automation architecture and commercial discipline at Empowrd AI. He brings deep experience in revenue operations, architecture and commercial cadence, and is focused on building the operational backbone that supports optimisation, process discipline and organisational efficiency.

EMPOWRD AI | CO-FOUNDER

Zoë Walters

Strategy, Transformation & Client Insight

Zoë leads strategy, change management and client insight at Empowrd AI. With a background in HR, organisational design and commercial leadership, she translates business complexity into clear people, process and transformation roadmaps.

A deliberate first move, made from a position of strength

You have the rarest thing in a founder-led business: time and choice, without the pressure of a revenue crisis forcing your hand. This programme is designed to spend that window well, building a growth engine that compounds through the months ahead so that year end arrives with demand already turning rather than a standstill to overcome. It removes the marketing and admin burden entirely, sharpens your positioning around the private healthcare gap only you are placed to own, and lays the foundation for a brand that scales through your associates rather than resting on your hours alone. The next step is simply to confirm the shape of the engagement and set the first phase in motion.

Confirm the engagement at Thursday's follow-up and we begin with positioning, operational systemisation and your first visible win.

CONFIDENTIAL

Prepared for Collins Consulting Group Limited

11 August 2026

Valid for 60 days from the date of issue.

