

MASKEW CORDON

PROSPERITY WITH PRINCIPLES

ANDY KEY

Director, Leader, Coach, Consultant, Facilitator, Non-Exec Director

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Personal Strengths

Since studying at one of the country's top business schools, Andy's been passionate about the potential of business to be a force for good in the world.

And he advocates the power of purpose, values, strategy and brand to transform businesses for the better - for all stakeholders.

He believes all businesses ought to be part of the solution to the world's problems. To be a force for good. And not just the huge corporates.

Any business has the potential to make a positive difference - to achieve the benefits of prosperity with principles.

Results and Successes

Helping a client exit a dysfunctional business partner relationship by doing the right thing – and then grow the business 600% in 4 years with a Purpose focussed approach.

Growing a business from £300k and 1 client to £2m+ with multiple multi-national clients through a Values and Purpose focussed strategy.

Working with the Board of a multi-national trying to do the right thing to protect stakeholders in the wake of a financial scandal.

As NED helping a business owner save his business, protect its stakeholders and secure his exit.

As NED leading a business to Private Equity backed growth with the right financial backer that shared the Founder's vision and values.

As Chairman leading an innovative medical device company through start up to deliver a life-saving product to the market.

BUSINESS STRATEGY, ADVICE, COACHING & FACILITATION

Andy Key & Juliana McLean, Directors

+44(0)1625 839 792 | hello@maskewcordon.co.uk | www.maskewcordon.co.uk

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Personality

Andy is a people person. He thrives on working with people, facilitating and brainstorming.

He sees things differently - literally and metaphorically (he's been blind in one eye since age 19).

He's a relaxed listener with a wry sense of humour – and mostly the sense and judgement as to when to use it.

Mostly.

Outside Work

Father to two grown up sons. He has at various times been a keen Scuba Diver (now only in warm waters on holiday), Octopush player (University Vice-Captain), Cyclist (former winner of the Macc Wheelers' 10 mile Time Trial Handicap Trophy), Mountain Biker (A leader & founder member of Bollington's White Nancy Boys – but became fed up with A & E) and runner (until he ran a marathon). He enjoys walking Ruby, his labradoodle, in the Peak District but would rather soak it all in, take pictures and watch wildlife than yomp over the hills.

What He's Learned

You can do the right thing and still be successful. It isn't always the easy option in the short term – but it is the right option and the better option in the long term.

Education

Ongoing!

BSc (Hons) Degree in Management Sciences (Marketing) 2:1

IoD Non-Exec Director Course

IoD Advance Director's Skills

Adler International Learning (Toronto)
Various Coaching Courses

Qualified Scuba Diver (BSAC)

Internet

Website: www.maskewcordon.co.uk

LinkedIn:
<https://www.linkedin.com/in/andykey/>

Blog:
<https://journal.maskewcordon.co.uk/latest>

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JULIANA MCLEAN

Director, Leader, Coach, Consultant, Facilitator, Researcher

Juliana@maskewcordon.co.uk | +44(0)7432 641239



Personal Strengths

Throughout her career, Juliana has been fascinated by the detail of business – and how it relates to purpose and values. Specifically, with how the reality of day to day practice and behaviour aligns with policy and strategy implementation.

Or doesn't.

And the unintended consequences delivered as a result of the mis-alignment.

Juliana is excellent at the overview, standing far enough back to get the whole picture but close enough to see the detail. She helps business

leaders ensure that what their business's do is aligned with what they espouse.

It's not what you think you do, it's what you actually do that matters.

That's what your customers experience. That's their reality.

She knows from first-hand experience of successfully managing and building her own businesses how difficult it can be to get it right.

And how big the prize is when you do.

Results and Successes

Growing a business to a £multimillion turnover national retail chain & franchised operation. Twice. Retail, as they say, is detail and it was her attention to the details that help make these businesses such a success.

Working as an internal consultant answerable to the MD of a complex family owned financial services business. Responsible for cross department alignment and client journey. Successfully headed up major sector-impacting projects.

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Negotiated & delivered major contracts with key external stakeholder groups in Financial Services.

Created, launched and exited a privately-owned members high-spend-per-head concept bar.

Personality

An excellent, instinctive coach and facilitator, a great salesperson and a superb researcher.

She has an uncanny ability to hear beyond what's been said, or not said. To ask the right questions. To gain insight.

Insight that provides an evidence-based framework to accelerate progress.

A fervent observer and clue spotter.

A natural Salesperson, she has broad business experience and has successfully owned and exited her own businesses.

Outside Work

Food and drink - innovating & creating. Foraging. Growing herbs & plants for drinks, infusions & syrups adapted from ancient recipes.

Making stuff that makes people feel happy.

Dinner parties & gatherings. Friends & Family.

Walks. Woods. Water. Wildlife.

What She's Learned

Always be learning.

Adapt, but never give up.

People tell you so much without saying a word. You just have to listen.

Invest in the right people. They are your best asset.

Listen to your instincts... but be mindful of the facts.

Life's too short for cheap wine.

Education

Ongoing!

Proud to be self-taught in pretty much everything post 21 yrs. Continually embraces challenges, change & learning.

Berni Inns Management Training Program

Licencee (APLH)

Qualified Scuba Diver (PADI)

Internet

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What we do



There is a growing movement of people who want to change business.

They believe in business's potential as a force for good. But also that the current system isn't working for most stakeholders.

Including communities, staff and the planet.

The Governor of the Bank of England, The Financial Times and over 150 of America's most prominent companies are amongst those who have voiced such concerns.

They believe the ethos that a company's sole purpose is to deliver shareholder value is no longer fit for purpose in the face of the issues facing society.

Why? And why does this matter?

Connectedness.

Accountability.

Impact.

Business policies, choices and behaviours all have impact. On people. On behaviour. On communities. On the planet.

Ultimately, on us.

"What goes around comes around"

"Karma"

Or, as Sir Isaac Newton put it "Every action has an equal and opposite reaction".

For many, the issue of climate change is enough of a motivation for change.

But there are other reasons too.

Customers are increasingly buying based on values and purpose.

They don't want to be "consumers" anymore.

They want to buy from brands whose purpose, business model and behaviour align with their philosophy of sustainability.

And they can spot fakes from space.

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In a post consumerism world, purpose, philosophy and meaning will replace conspicuous consumption, instant gratification and retail therapy.

The City is tuned in.

Financial providers are shaping lending and investment criteria around Environmental, Societal and Governance impact (ESG).

We are in the age of Greta Thunberg, the internet and social media.

Never has there been such visibility and transparency.

Change is accelerating. And business needs to change to face the challenges confronting society. And the opportunities this presents if done properly and sincerely.

There is real evidence that values driven businesses are better businesses.

Resilient in adversity.

More engaged.

More productive.

More profitable.

More successful.

As a business owner or leader, the need to step back to stride forward has never been greater.

To be ethical.

Accountable.

Values led.

Authentic.

At Maskew Cordon, we work with business owners helping them live their purpose and values to differentiate themselves to customers, potential employees and potential investors.

Because it's the right thing to do.

Because Values build Value.

Because you can have Prosperity with Principles.

If this sounds like the direction you want to go in, the first step is an easy one.

Phone or email using the contact details below and let's have a chat and see what we can do to help.

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