



Valuemax

Consulting Ltd

The Champions of Change

Business Advisory & Training

www.valuemax.co.ke

The world has been changing at an unprecedented speed. Every day brings in new challenges, and many of them are widely unpredictable. Think the credit crunch of 2008 that led to the last worldwide financial meltdown.

Then the rise of the smartphone and 'Like Generation' that now entirely uses the internet to share, like, follow and do business virtually without ever leaving the comforts of their locations. Think of the mega-tech corporations that virtually collect, control and monetise all the data we produce by clicking on our digital devices daily.

Then think of the COVID-19 pandemic from 2020, that will now converge the future of digi-medicine in ways unfathomable since the Spanish Flu of 1918.

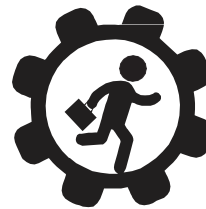


So, everyone asks,
what is **the bottom line?**

The service and production businesses, the capital that underlies the systems, what makes the markets tick have to adapt . . . or they will die.



90%
of all **new business die**
within two years of
operation



5% become long
term activities, neither going
forward nor backwards



only about **5%**
are strong enough to survive
the competitive business
environment and create
viable enterprises



At Valuemax, we specialise in working with businesses—from startups ideas, the smallest companies to the largest multinationals— to stay on top of the whirlwind of rapid change. You could even say we're the change aficionados.

Change

or change will change you.

Our experienced team of internationally consulted partners keeps a keen eye on the emerging trends in business — the threats, challenges and the opportunities — proudly in Kenya, but also regionally, and globally to provide our clients with the information and guidance that they need to grow and thrive in a complex, continuously changing business environment.

Our mission is to be **the champions of change** for enterprises that seek adaptation and success. We aim to put this mission to work for you. We embrace change and convert goals from mere targets to the best allies. Partners in Progress.

The **Valuemax Vision** is simple: It is **focused on you**. We aim to be the consulting firm that enterprises turn to first when they require excellence and innovation in the goals. We are value-centric. And our vision is your success.



Our Core Values



Integrity: count on us for honest, confidential advice that serves your interests. First.



Competence: Each of us is an acknowledged expert in their business areas.



Teamwork: Be confident that by pooling our expertise, the Valuemax team can handle any challenge you are faced with. Our team aims to win.



Innovation: You will rely on us to understand what needs to be changed, and how to make both new and old work together to the achievement of your goals.

Our Structure



Our main office is in Nairobi, a branch office in Nakuru, both equipped with up-to-the-minute communication channels. From these we can provide a full range of business services to clients anywhere in the world. And if a boots-on-the-ground approach is needed, we are seasoned travellers ready to assist on the spot at very short notice.







We are on all digital and social media platforms, providing real-time response and interactions to all clients. Pre- and post-covid 19.



Our Services

| Area | Brief | Your Benefits |
|--|--|--|
| <p>ISO 9001:2015 Quality Management, Consultancy and Certification Services</p>  | <p>ISO quality management standards are the distilled wisdom of renowned experts in the industry; they are best captured in these peer-defined, monitored and evaluated standards.</p> <p>And because we partner with an ISO-authorized certification auditor, we can provide an internally-recognised certification process.</p> | <ul style="list-style-type: none"> • Clarity and step-by-step coherence in all the core services • Seamless orientation and training of new staff • Clear, authoritative guidance on delivery standards and goals for all staff. • Authority to pre-empt, resolve legal and statutory requirements in your jurisdiction. |
| <p>ISO 45001:2018 Occupational Health & Safety Management Systems</p> <p style="text-align: center;">+</p> | <p>This standard replaced the previously used OHS18001. It enables your organisation to manage and improve its own health and safety risks and therefore improve performance. Core to the requirements of this standard is having an OHS strategy that involves all management categories: from bottom up.</p> | <ul style="list-style-type: none"> • Reduced health & safety risks in the workplace. • Reduced overall costs of incidents and downtime or disruption of operations • Minimal employee absenteeism. • Reduced insurance premiums • Improved compliance with statutory and legal requirements. |
| <p>ISO/IEC 27001:2022 Information Security Management Systems</p>  | <p>In the 21st century, data is the “new oil”. This service is aimed at organisations that want to assure their information security management systems, confidentiality of information and integrity are beyond reproach. Elements of an information management system include the users of the systems, computers, records and documentation – all integrated.</p> | <ul style="list-style-type: none"> • Able to identify and address information security risks and develop actions to address the risks before and if and when they happen • You can demonstrate to stakeholders the reliability of the information security management system. |

| Area | Brief | Your Benefits |
|---|---|---|
| <p data-bbox="198 247 429 306">Business Planning and Proposals</p>  | <p data-bbox="480 247 1088 435">From simple accounts of the business model to complex documents designed to attract investment, business plans are varied and diverse. Let us work to determine the model that best meets your needs and then work with you to ensure that your plan is clear, coherent and persuasive.</p> <p data-bbox="480 455 1088 642">A winning plan has to tell a story that investors will buy into. It will include an analysis of the business environment, licensing requirements, set-up costs, pricing and marketing strategies, human resource needs, the required investments, and most important of all, the cash flow forecast.</p> <p data-bbox="480 662 1088 780">Let Valuemax help you tell a compelling story of how the funds you seek will create wealth for you and your investors regardless of changes in the business environment.</p> | <ul data-bbox="1135 247 1612 533" style="list-style-type: none"> • A comprehensive tool to bring investors on board. • A clear path demonstrating viability. • An actionable, easy-to-use planning and performance management tool for your business or part of it. • A detailed but flexible roadmap of the factors that will determine the success of your business idea. |
| <p data-bbox="198 861 429 890">Strategic Planning</p>  | <p data-bbox="480 861 1093 1019">In addition to business plans that tell the story of a particular endeavour, strategic planning is a broader narrative. It has to speak about the overall goals of your organisation and tell the story of how these goals will be achieved.</p> <p data-bbox="480 1038 1081 1130">Valuemax will help you clarify your vision and mission and design a strategy to achieve them even in changing and unpredictable times.</p> | <ul data-bbox="1135 861 1612 1177" style="list-style-type: none"> • A clear, forward-looking direction for your business • An implementation framework with clear targets and defined responsibilities • A convenient structure for tracking progress and taking corrective action if needed • A fair and transparent evaluation tool for all individuals and tasks. |

| Area | Brief | Your Benefits |
|---|---|--|
| <p data-bbox="198 247 414 273">Internal Auditing</p>  | <p data-bbox="480 247 1081 341">Our audits assess the organisation's overall controls but can also be restricted to a particular department, function, or process.</p> <p data-bbox="480 359 1093 450">At the end, you receive a detailed analysis highlighting key issues and making recommendations for improvements.</p> <p data-bbox="480 468 1062 591">Depending on the size and complexity of an organisation—and any special challenges it may be facing—we recommend quarterly, semi-annual, or annual internal audits.</p> <p data-bbox="480 609 1099 700">Internal audit can also be tailored to check compliance with ISO standards, and other government requirements.</p> | <ul data-bbox="1135 247 1594 560" style="list-style-type: none"> • Identify weaknesses at both strategic and business operational levels. • Take cost-effective action to remedy any problem areas. • Improve overall operational efficiency. • Manage your resources proactively, avoiding costly errors and saving you time and money. • Ensure compliance with statutory obligations and ISO requirements. |
| <p data-bbox="198 724 371 814">Trainings, Workshops, and Seminars</p>  | <p data-bbox="480 724 1088 846">We deliver expert, stepped training in virtually any aspect of organisational development and management along with customized one-off workshops and seminars on more specific objectives.</p> <p data-bbox="480 864 1102 955">We deliver strategic planning workshops, annual performance review retreats, team building events, and culture change workshops.</p> <p data-bbox="480 973 1084 1096">Open sessions on emerging trends and opportunities are also offered from time to time. Any interested professional can attend these sessions. Check our website for details of upcoming open events.</p> <p data-bbox="480 1114 1081 1306">Our professional, expert facilitation of courses and events ensures that your training objectives are met. And as independent outsiders, we provide a different angle on both your routine and special organisational challenges that can make the insights we offer more credible for your managers and staff.</p> | <ul data-bbox="1135 724 1599 973" style="list-style-type: none"> • Sharpen and renew the skills of your managers and staff. • Build the overall capacity of your organisation. • Bring fresh ideas into your operations. • Expand your perspective and shine new light on challenging work situations. |

This is our Style

Style defines a person, but it makes a consultant *stand out*. Our distinctive consulting style is founded on a five-step process.



1 Learn the client's needs: To solve a problem you have to understand it. Valuemax starts working with you through an initial in-person, or on-line, in-depth discussion of your situation whether that centres on a problem, a challenge, or an opportunity.



2 Agree on objectives and deliverables: We then agree on a set of objectives and deliverables to produce the outcomes you need. These are realistic, specific, and verifiable. The contract we sign will specify these clearly and transparently, and both sides of the relationship will move forward with confidence.



3 Research the action plan: We will collect data, collate, analyse, and evaluate it. This is where our high-value expertise comes in, but we don't go away with all this data and return a few weeks later with recommendations that are cast in stone.



4 Deliver and implement the plan: We present our draft plan either directly to you or at a workshop for key personnel, assess feedback and make any adjustments that may be needed. As new ideas may surface or the environment changes, flexibility and responsiveness are key.

Next, we roll out the measures we have agreed on. Since your inputs have been central to the planning process, implementation is collaborative and interactive. There may need to be more adjustments as the plan unfolds, but our meticulous, participatory approach ensures that the key objectives are achieved.



5 Evaluate, document and learn: Still working closely with the client, we evaluate the entire process to assess how fully the intended objectives have been achieved. This includes verifying the deliverables to ascertain that we have delivered as expected, filling in any gaps, and learning from any mis-steps.

Throughout the process, we continually interact with your management staff. Their views and experience are our most important resource.

Case Studies

- Since the ISO 9001:2015 standard came into effect, we have trained management and staff and implemented quality management systems for clients throughout Kenya as well as in Rwanda, Djibouti, Nigeria and the United Arab Emirates.
- In 2016 we launched the popular monthly Valuemax Business Forums in Nakuru to provide Rift Valley enterprises with free advice on management issues and boost the local economy. The forums are a vital opportunity for entrepreneurs to network, share experiences, discuss the challenges they face, and work together on solutions.
- Over the years we have developed successful business financing proposals, some running into hundreds of millions of shillings, for a wide variety of businesses. We are happy to share the details and provide references and testimonials on request.



Our Team



Daniel M. Chege
Team Leader and ISO Consultant

Dan has over 24 years' experience as an auditor, consultant, trainer and accountant. He has worked in banking, at the Kenya Revenue Authority and in private businesses. He has trained and consulted for organisations in Kenya, Rwanda, Nigeria, Djibouti and United Arab Emirates. Dan has B. Com, MBA, CPA(K) qualifications. He is also a lead auditor in ISO 9001, ISO/IEC 27001 and ISO 45001 management systems and has Price2 Practitioner certification and a diploma in project management from University of Cambridge. Dan is passionate about management systems designed to support visionary leaders to achieve their goals.



Purity N. Mburugu
Lead, Strategy Consultant

Purity is a Human Resource and Strategic Management specialist with over 20 years' work experience. She holds Masters of Business Administration in Strategic Management, Bachelor of Commerce in Human Resource Management and Higher Diploma in Human Resource Management. She is a full member of Institute of Human Resource Management. Purity sits in the board of corporates giving advisory service in Human Resource (talent management, strategic partner, administrative, health and safety), Strategic planning, ISO Certification Coordination, Capacity and Team building.



Peter Otuabe
Lead, Business Development

Peter is a seasoned marketer with over 10 years' experience helping small and medium businesses achieve ISO certifications and other business solutions. He is passionate about innovation and growth. His satisfaction comes from meeting and exceeding customer expectations. He holds a Higher Diploma from IMIS in Information Technology and other certifications.

We also have a pool of associate trainers and consultants in strategic planning, ISO standards, business planning. We contract the right teams for every engagement and ensure full control to deliver and exceed clients' expectations.

Our Current Clients



M.P. SHAH HOSPITAL
— A Legacy of Care —







The Champions of Change

Contacts

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