

Press release

London, 5th May 2009

ICAEW and Crelos launch offer to enable investors to assess capability of management teams

The Institute of Chartered Accountants in England and Wales (ICAEW) has joined forces with business psychologists Crelos, to produce a guide to assessing the current capabilities and future potential of management teams aimed at giving investors the advice and tools they need to assess the management potential of a company prior to investing.

40 per cent of a business' superior return on investment and 35 per cent of its income growth stem from the strength of the CEO and the management team* yet management teams are rarely professionally assessed prior to investment or indeed, subsequently, when evaluating the performance of that investment.

"Private Equity and Venture Capitalists generally appear to agree that this is an extremely important criteria for successful investing. Most carry out assessment but not necessarily in a way which is sufficiently consistent or details to maximise the value of the exercise," says Tom Stewart of ICAEW Corporate Finance Faculty.

The guidelines use Crelos' precise psychological measurement model of people and teams. This can predict the performance of management teams and define how they can become more effective. It provides a set of metrics that can be used as value drivers by linking them to the business priorities. In this way management practice is inextricably linked to cash flow, profitability and value creation.

The guidelines entitled "Due Diligence – The Assessment and Development of Management Teams" are designed to be incorporated into the due diligence process acknowledging human capital due diligence is equally as important as that of commercial, financial or legal.

"Investors and teams will now have access to valid insights based on reliable data about the management team to enable them to assess how well equipped the management team is to deliver the objectives articulated in the business plan and what development support will be required," says Ali Gill, psychologist, CEO of Crelos and co-author of the report.

Copies of the guidelines are available from Crelos by emailing info@crelos.com or by calling Claire Topping on 01491 845548.

About Crelos:

Crelos is a change management consultancy, which uses precision psychology to improve business performance through people. Crelos' expertise is in bringing together the latest knowledge from psychology, neuroscience and education to match the advancement of legal frameworks, economic theory and business practice. Crelos specialises in four specific areas: Change – Talent – Education – Executive Coaching & Facilitation

Crelos has built its reputation working in both turnaround and high performance businesses. Services include human capital due diligence, post deal integration, leadership assessment, attraction and

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*Crelos is the new brand name for the consulting business of Getfeedback

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retention strategy, change management and Board Room Services, including assessment, executive coaching and facilitation.

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