

# Performance on Purpose

**D**enali Venture Partners is a passionate team of strategic advisors and investors. We have decades of experience in building, managing and scaling businesses. We truly understand the challenges involved and apply our knowledge to support entrepreneurs, and help businesses overcome the obstacles to success.

## What makes us different?

Unlike most investors, we employ our skills and expertise as well as capital. Instead of solving the immediate problems, which usually relate to finances or people, we take a step back and assess the bigger picture. This is where our ethos comes in: an approach we call 'performance on purpose'.

## Every business needs a purpose

People define performance in different ways. To us, it means achieving exactly what you set out to achieve. It's when you work for a purpose. The difficult part is defining this, given that it is rarely just about making money. After all, why did you choose your particular way of doing that?

We believe that businesses work best when every team member is working towards a common purpose and clear goals, with shared values and motivation. So when we work with companies, the first thing we do is seek them out.

## Do any of these growing pains sound familiar?

- There are lots of things we could do, how can we be confident that we are focusing on the right areas?
- How do we ensure (prospective) investors clearly understand us and the value we are creating?
- Too few of us are making the hard decisions, how can we share the load without losing focus and quality or increasing risk?
- How do we align the team behind our ambitious growth plans?
- We have delivered in the past, how can we ensure we continue to deliver as we grow?
- As an advisor or investor, how do I ensure that we get the help we need without me getting pulled into the day to day?
- Our people are engaged but how do we get them to take ownership of key outcomes?
- We've grown so fast and our business is really being stretched, creating gaps: who will step-up and what skills need to be added?
- How can we be confident that our people can and will make the right choices under pressure?
- I need common processes to unify our team.
- I need to build investor confidence that the team has the capability to deliver our vision.

Yes? We can help.

### **Success can't be achieved if it hasn't been defined**

The questions are obvious, but rarely asked. We want to know: "Why did you start this business?" "What are you really here to do?" and "What are the values that underpin your work?" This deeper analysis allows you to clearly articulate the motivation, direction and purpose that drive your business.

Once purpose has been defined, it must be translated into day-to-day actions. We help decide what your vision of success really looks like, and then examine how your goals match up with market needs, and your current capabilities.

### **Greater performance comes from sharper focus**

All too often, businesses try to do everything. As new goals emerge, lists of KPIs grow and you're left overwhelmed, frustrated and unable to achieve any of them.

Denali Venture Partners believes that all tasks are not equally important. So instead of widening your focus, we narrow it, defining a single course of action that's in line with your purpose. We call this your main effort.

By being selective and strategic, you can comfortably say 'no' to things that ultimately don't help. This means more time and energy to do the one thing that really matters.

### **Good plans are even better in practice**

Once strategy is defined, we work with businesses on a practical level to improve performance. We identify gaps in capability and skills, and work to either build internal capability through coaching and leadership, or make use of external resources by outsourcing to our network.

Instead of reinventing every facet of operations, we take a minimal approach by doing 'just enough but no more'. If financial capital is required, then we seek to invest in our partner companies or introduce them to our network of like-minded investors. Businesses with sharp focus, robust strategy and strong processes make for great investment opportunities, so this benefits everyone.

### **We reap what we sow**

Denali Venture Partners' fees are based on performance. We back ourselves to make a difference, so while some upfront financial investment is required, the majority of our payment is proportional to our clients' profits. Simply put, if what we do doesn't work and you don't profit, we don't profit either.

We think that every company could benefit from the work we do. In our chosen markets, our best clients tell us that we form solid, tested and trusted relationships that deliver. We look forward to you becoming one of them.

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### **Contact us to find out more.**

If you share our passion for entrepreneurship and need an active partner to help you release true potential, we invite you to make contact.

#### **Denali Venture Partners**

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