



Browne & Mohan
Board & CEO Advisors, Management Consultants

Dear,

On the outset wish you a very happy and prosperous 2017.

2017 is expected to see trumping of new president, Namo firing missiles on corruption and Britain weighing the woes of Brexit. 2017 is the year of drive for companies inventing themselves constantly improving their operations and business models. Companies need to adopt simple approaches that help to **retain focus, intensity and outcomes**. Independent directors are expected to help the management focus on profitability, and de-risk from market and technology changes. Increased alignment arrests leakages and guideposts are required to retain energy and drive the intended way.

In this newsletter, Browne & Mohan consultants share the insights on independent directors, sales and marketing alignment and performance measurement system.

Hope you enjoy these articles. Pl note your feedback and comments are valuable to us. Happy reading 😊

Independent directors in SME Companies

<https://www.youtube.com/watch?v=P4Vd4gi8Fig>

SME company owners need independent advice and suggestion to guide them. They also need someone who challenges assumptions and help constructively hone the plan so that company does not trip. In this video, Browne & Mohan consultants present the value independent directors bring to SME companies and what steps to gain from independent directors.

Are your sales and marketing aligned across segments?

While companies realize sales and marketing need to be tightly aligned, seldom is the case. In many companies marketing spend is largely driven by **"Hope" that something will happen**. In this blog, Browne & Mohan consultants explain how to align these two functions and realize business outcomes

<https://browneandmohan.wordpress.com/2016/12/20/are-your-sales-and-marketing-aligned-across-segments/>

Performance measurement systems for Start-ups and Scale-ups

While the fad today is debunk performance management system, the time is not right to throw the baby with the water. Companies realize cost effective, simple and outcome oriented systems are required to align the pace and direction of growth. In this paper, Browne & Mohan consultants present performance measurement systems that assist startups and scale-ups in their business growth.

<http://www.slideshare.net/Raosrealm/performance-measurement-system-for-startups-and-scaling-up>