

Avant Homes Pitching for Investment



Background

Avant Homes is an award winning brand in the housebuilding sector operating through well-known regional brands across the UK. Avant Homes is a product-led and customer focused business inspired by the aspirations and needs of its customers and dedicated to creating homes that enhance its customers' lifestyle.

As a result of changes in credit and funding conditions within the UK Banking sector, Avant Homes' leadership team recognised that in order to be the home builder of choice they needed to source fresh investment to grow the business.

Challenge

Avant Homes needed to find new and ambitious investors and in doing so understood they should prepare their senior leadership team in advance for possible investor "Beauty Parades".

Whilst the team had media and presentation skills experience they now needed to be ready for investor presentations as well as visitations in their regions by potential investors and their advisors. Providing the right level of coaching and preparation was vital to the main Board to ensure the team showcased and presented key messages in a consistent and impactful way.



Alan McGillivray - Group HR
Director



*Alan McGillivray, Group HR Director commented
"Khalid's approach made a real difference by coaching the leadership team through a process that honed their skills and confidence to ensure they represented their business and themselves in the most effective way"*

The Aziz Programme

From discussion with the Avant Homes Group CEO and HR Director, it was agreed for Khalid Aziz to work with the leadership team at a group management meeting. This was designed to be a one-day intensive and tailored small group, Advanced Presentation Skills workshop. The aim - to prepare the team for talking to potential investors and ensure their presentations and investor pitches made the right, positive impact.

Programme

- Theory of effective communication
- Discussion of key messages
- Practical exercises with challenging feedback
- Whilst there was an outline timetable Khalid Aziz flexed the input to ensure that particular areas were covered and the desired outcomes achieved.

Result

The leadership team achieved their goal of attracting new investment from a private equity consortium who shared their ambition and confidence in Avant's "strong future growth prospects as a house builder selling aspirational and design-led homes through its trusted market-leading brands".

Khalid's coaching day delivered the necessary boost to the top team ensuring that the Avant Homes business case was consistently and confidently communicated.

What did the attendees learn?

“The art and practice of effective and impactful communications and what messages work, and which don't”