

# CPL is providing new answers

Visitors to the CPL site today will not see ingredients or product concepts, to evaluate. This is because CPL is not an ingredients supplier but a provider of business consultancy and executive search services. The company is this year marking 25 years in business.

One indicator of CPL's extensive experience can be found in the case studies on its corporate web site. These bear the tag line 'Telling clients what they need to know, rather than what they would like to hear', which is not every organisations' experience of consultants.

"The slogan is a quote from one of CPL's clients," Dr Robert Harwood, director of CPL Business Consultants, told the NuW Daily. "CPL has a reputation for objectivity and has helped clients save a considerable amount of time and money which they may have otherwise spent on projects which did not have a good market potential. Some of the generic market data providers tend to be over-optimistic with their predictions and it is important to validate these data."

The CPL team has an impressive mix of credentials, both within the food ingredients sector and the broader corporate world. "The majority of CPL's consultants are qualified to PhD level and the company has more than 140 years of combined corporate experience and over 60 years of combined consulting experience," said Harwood.

"Working with the world's leading ingredient companies for the last 25



Telling clients what they need to know: Dr Michael Lee and Dr Robert Harwood

years has given CPL a depth of knowledge that is hard to match, combined with a breadth of knowledge for the business issues that its clients have faced."

Looking at the Objectives described in CPL's case studies, it seems to be that clients often have quite a broad requirement. To that extent, is it fair to say that CPL can develop an answer, even if the client isn't quite sure what the question is?

"One client told us that our report had answered important questions that he had not thought of asking," Harwood affirmed. "When we work on a project we try to put ourselves in our client's shoes in order to really address their needs. Some consultancies tend to be over-prescriptive and their work ends up as a 'box-ticking' exercise; CPL focuses on getting insight and understanding rather than just going through a process."

Looking at the other side of the business, the CPL recruitment website has been re-launched, so we asked Dr Michael Lee, director of CPL Executive Search what was new.

"We recently moved to larger offices and grown our team; we wanted a website that reflects a fresh, modern approach whilst retaining the traditional elements of headhunting." "It emphasises the synergies between the two businesses that make up CPL, and we will be updating the Business Consultancy website to match," Lee revealed.

"Furthermore we have made it more interactive, by introducing a candidate registration section, files for download and a client area is in development. We appreciate that people also rely on handheld devices for information so have created a mobile version for improved viewing of our website while on the move." **NB13**