



The Why

Pabasso was created to help business leaders and their businesses grow through peer engagement.



Pabasso was conceived by our lead Associate Richard Doyle who founded and grew Esteem Systems, a successful IT Business, which he ran for 20 years before selling it to a Private Equity/Management team.

‘Lonely at the top’ is an expression often used by business leaders and acknowledging this as ‘part of the territory’ can be pivotal for business leaders – providing they are prepared to do something about it. Whilst running Esteem, Richard felt the need to be challenged and supported by someone with greater experience who he could trust and respect, and whose skills and expertise would help him develop personally, enabling the business to build and grow.

Through a chance meeting at a business dinner Richard met someone who he felt might meet these criteria. After several meetings and a thorough due diligence process Richard appointed a Non-Executive Chairman. Such was the benefit of this appointment that after selling Esteem, Richard decided to pursue a career as a serial Non-Executive Director/Chair to help other ambitious business leaders grow and develop their businesses. This is what Richard did for the next 10 years and four of these businesses were sold during this period.

Success breeds success

Like many successful business people, Richard has a passion for using his experience and expertise to help business leaders and their businesses develop. During the last ten years, Richard has worked as an investor and/or a Non-Executive Director (NED) within several different businesses and served on 10 boards and helped raise millions of pounds in funding for some of these businesses.

Whilst Richard served as a Non-Executive Director/Chairman on a number of boards he also met many ambitious business leaders who were looking for continual personal



support, help and advice but who were not ready to appoint a Non-Executive Director. This was either because of the expense, the commitment required, or because they were looking for less formal support. His time commitments as an NED precluded Richard from providing this 'lighter touch' support which was a continual frustration to him.

Richard then came across the Peer Advisory Group concept which seemed to provide an opportunity for him to work with and help multiple businesses in a way that being an NED could not possibly do. Moreover, by bringing multiple business leaders together monthly, in a structured, confidential, supportive environment, these business leaders would not just benefit from the sage advice of one NED but would also benefit from the advice of multiple other successful business leaders in a business peer group environment – at a fraction of the cost of recruiting a single NED.

PAB, NED or both?

Peer advisory groups are not an alternative to appointing an NED and many Peer group members also have NED's. They can complement each other and indeed membership of a peer advisory group might well be a precursor to appointing an NED.

After extensively evaluating a number of different Peer group organisations Richard was left feeling a bit like Ferdinand Porsche when he famously stated: "In the beginning I looked around and, not finding the automobile of my dreams, decided to build it myself".

And that is how Pabasso – Peer Advisory Board Associates was conceived.

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