



EXECUTIVE OVERVIEW

Tactical formation,
improved synergy.

12/08/2025

PRESENTED TO

Harry Potter Enthusiasts

PRESENTED BY

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TABLE OF CONTENTS

Executive summary	3
Strategic heatmap	4
Business behaviour analysis	6
Deep insights into individual strategic capability.	7-23
Individual behaviour analysis	24-25
Knowledge, skills, and behaviours	26-29
Technical analysis	30-34
Summary	35-36

EXECUTIVE SUMMARY

211,740

Number of data
points processed.

This report summarises the in-depth analysis of our management team, which processed over 211,000 data points to create a multi-faceted view of our capabilities. The findings reveal a team of exceptionally high, albeit specialised, talent with distinct strengths and clear opportunities for development.

The analysis reveals elite capabilities in Agility, the ability to Pivot, and Competition, ensuring the organisation is well-equipped for dynamic, high-stakes environments. These strengths are supported by a profound, widely held capacity for Customer Satisfaction and powerful P2 Projection from key leaders, giving us a strong foundation for stakeholder management and brand influence. Conversely, the report identifies critical opportunities for development. Capabilities in Investment, Efficiency, and Price Maximisation are highly specialised rather than widespread. A significant skills gap in Technology and inconsistent application of P4 Protocol present operational risks that require attention.

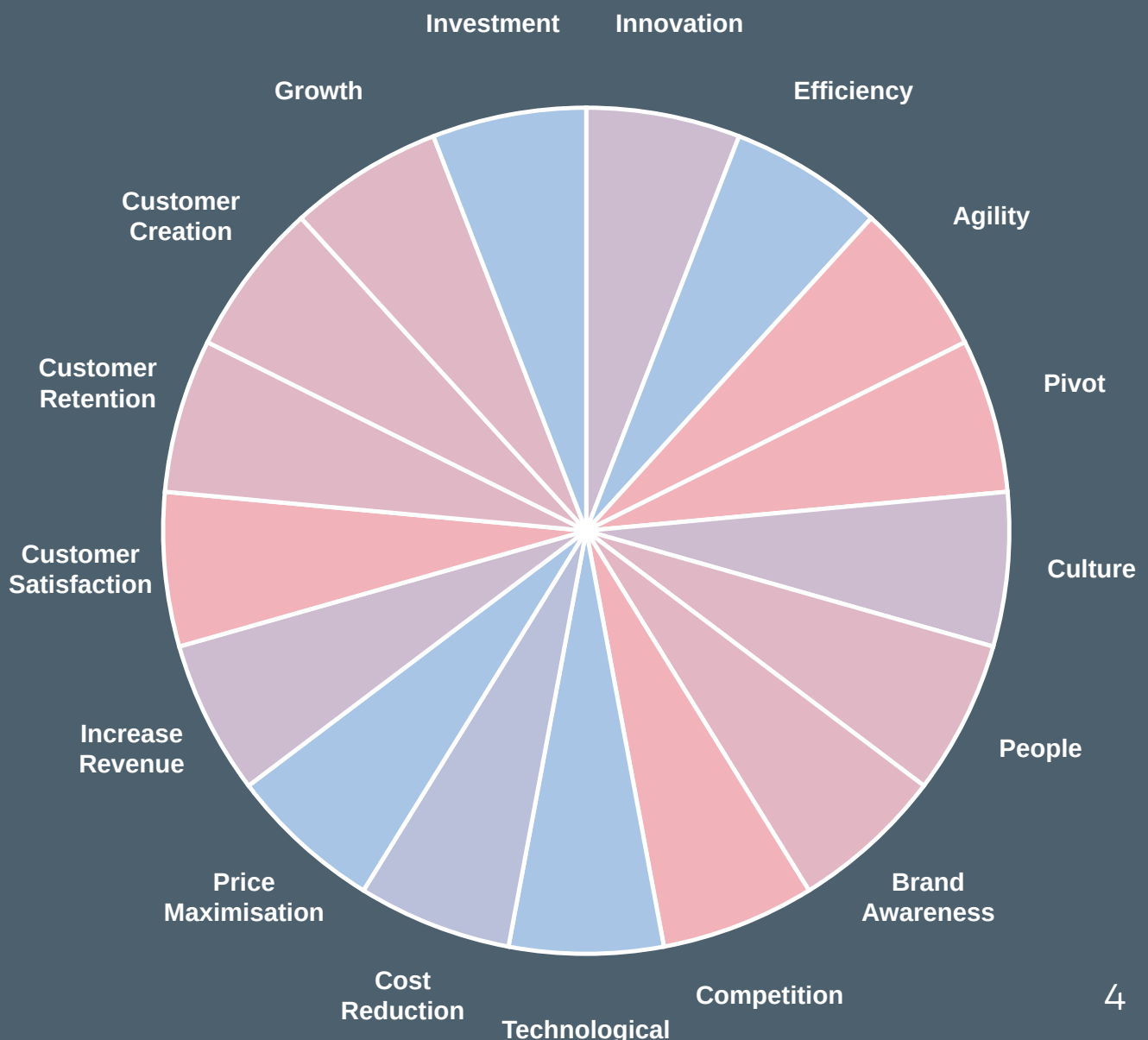
Based on these findings, we propose five key strategic initiatives:

- Establish a Strategic Response Unit: Form an agile unit of top performers in Agility, Pivot, and Competition to lead responses to dynamic market threats and opportunities.
- Launch a Commercial Excellence Programme: Roll out targeted training to upskill client-facing teams in Efficiency and Price Maximisation, improving commercial discipline.
- Begin a Tech Upskilling Initiative: Mitigate the "key person risk" in Technology by broadening the team's core technical competencies and fostering a culture of long-term Investment thinking.
- Standardise Operations: Implement a clear operational framework to improve team-wide discipline and create consistency in P4 Protocol.
- Launch a Brand Capitalisation Campaign: Utilise our leaders' strength in P2 Projection to lead a new marketing campaign aimed at driving tangible business growth.

STRATEGIC OBJECTIVE HEATMAP

What's your business most ready for?

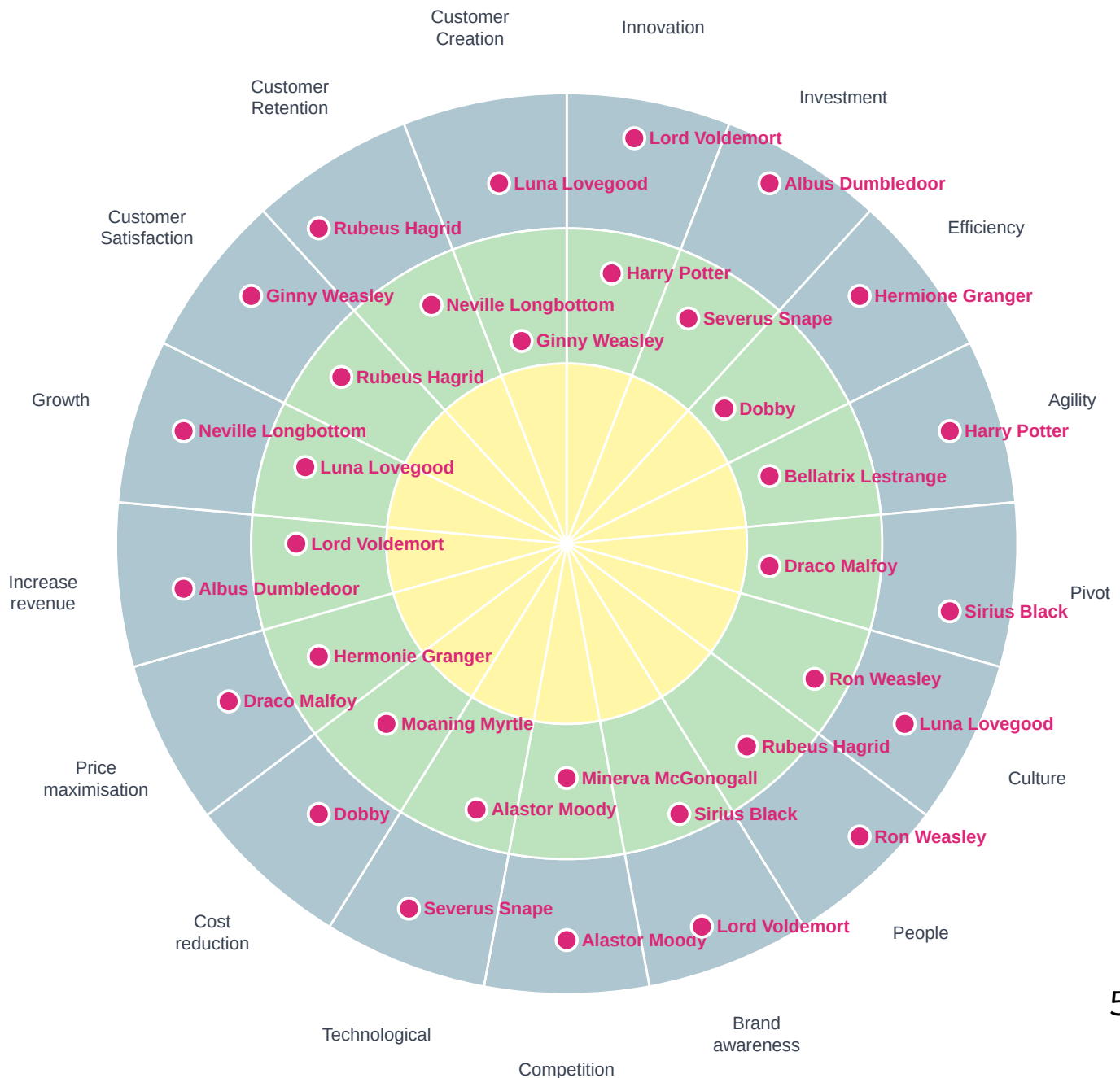
This heatmap provides a high-level overview of the organisation's strategic readiness. The analysis indicates a profound, standout strength with customer satisfaction, understand the competition as well as the ability to make quick decisions and capitalise on them. In contrast, several key areas, particularly those related to leveraging new or current assets for example maximising price, or introducing and using new technologies, this is mixed with efficiency and a lack of investment which risks creating a stagnation of the progress the business can make.



FOCUS SHIFT -

Strategic Team Deployment

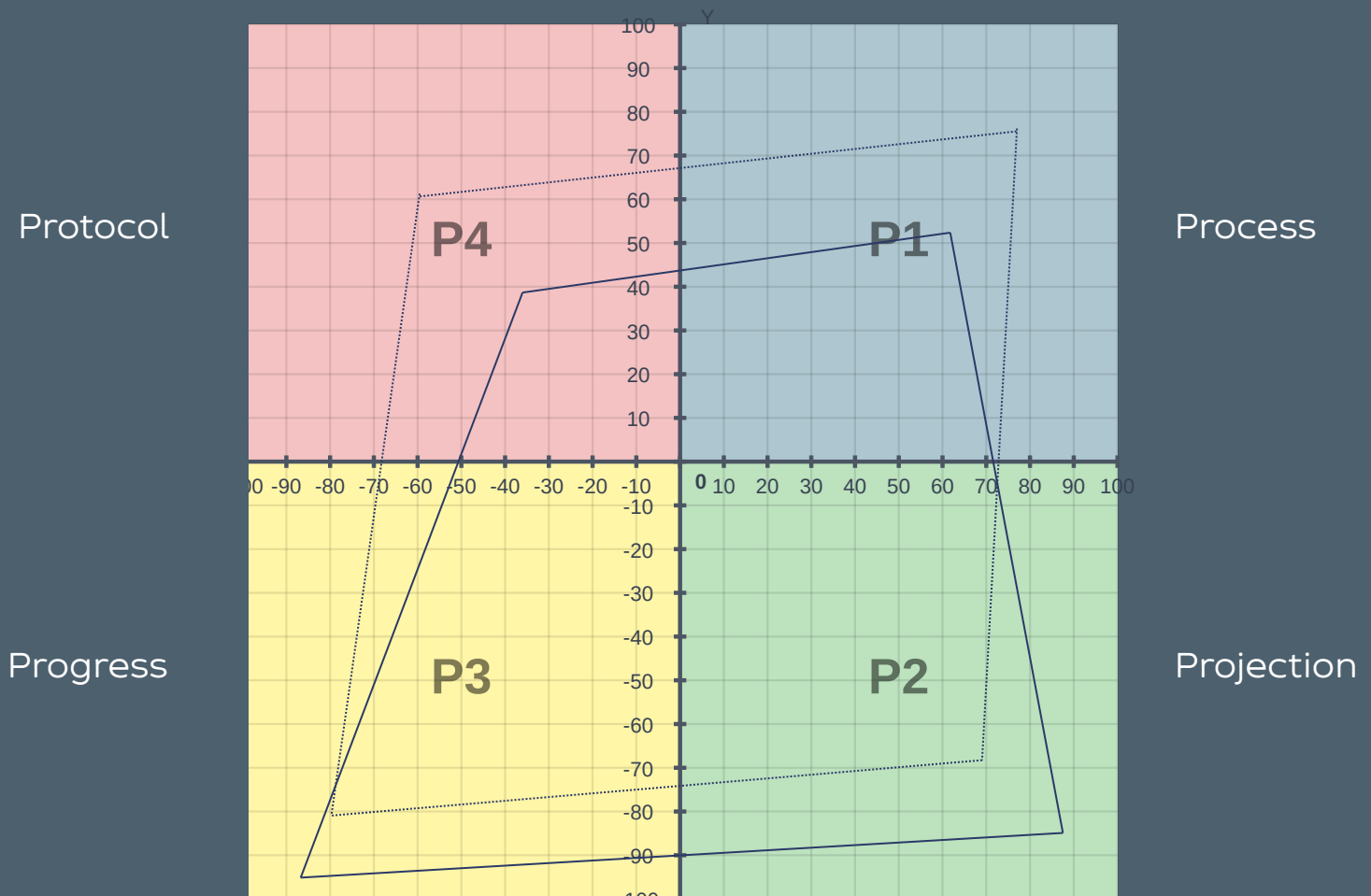
This chart visualises individual team members' strengths against strategic objectives, categorising them into two tiers of capability. Tier One represents the highest readiness, with individuals like Albus Dumbledore, Lord Voldemort, and Ron Weasley showing exceptional strength in Investment, Brand Awareness and People, while Hermione Granger excels in Efficiency. Tier Two denotes core capabilities, where individuals like form the foundational strength of the team. This allows for rapid identification of key personnel for specific strategic initiatives, without overlap.



FOCUS SHIFT - STRATEGIC OBJECTIVES

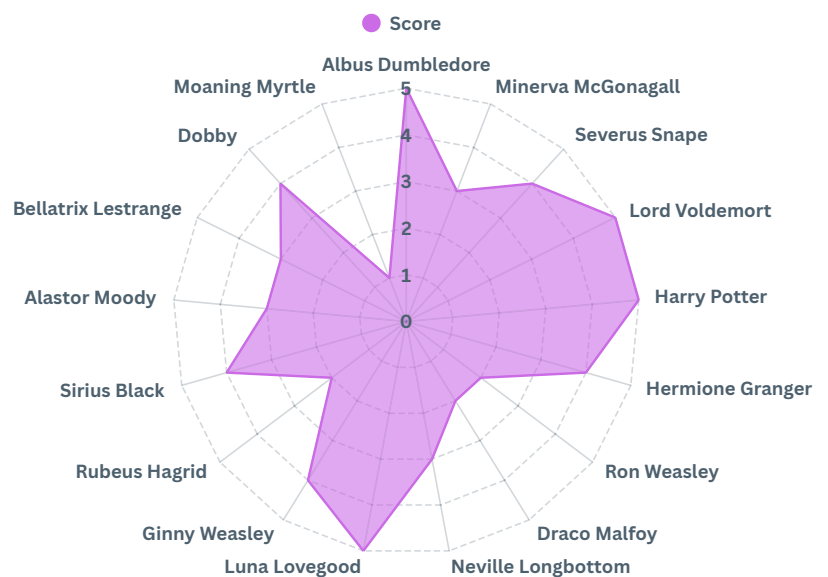
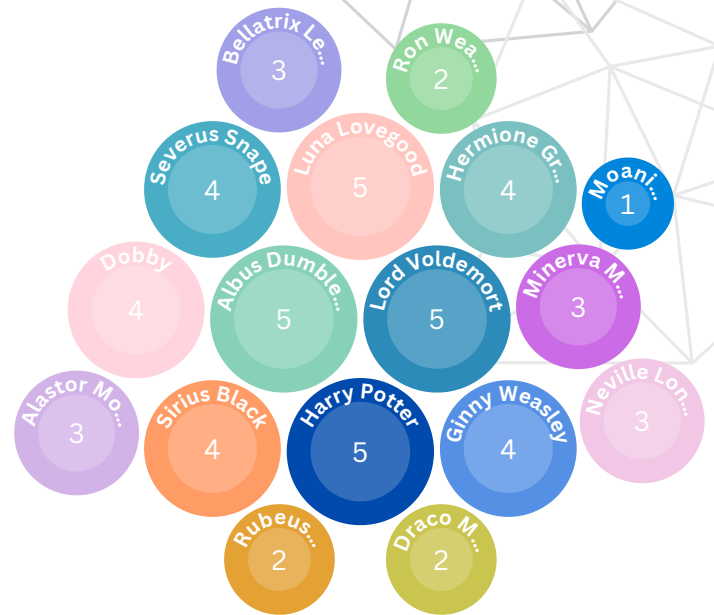
Finding your best team...

This conceptual graph illustrates the team's profile against the four key operational drivers: Process (P1), Projection (P2), Progress (P3), and Protocol (P4). The vertices of the solid line shape indicate the current team's dominant strengths lie in the P2 (Projection) and P3 (Progress) quadrants, suggesting a strong aptitude for structured, rule-based operations. Capability in P1 (Process) is moderate, while the lowest capability is in P4 (Protocol). The shape with the dotted line indicates the benchmark score for business using the Focus Shift product.



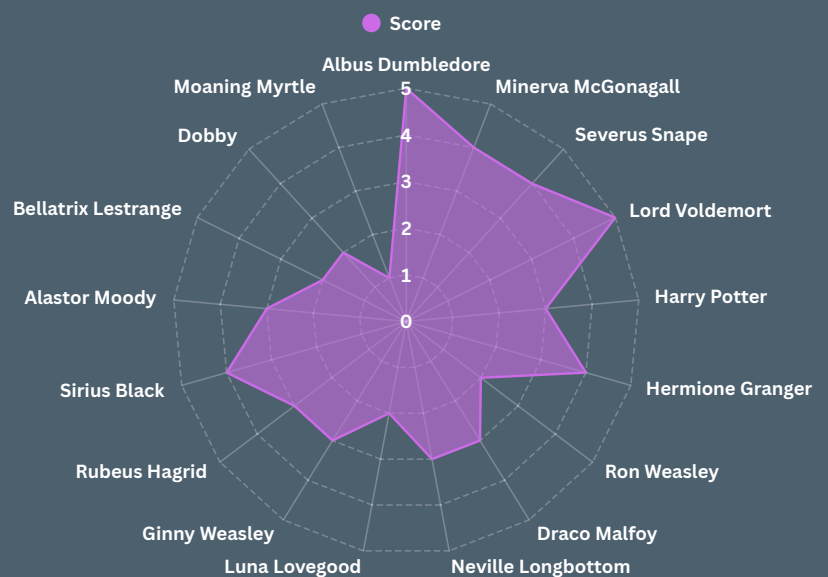
INNOVATION

The data clearly shows that the team's capacity for innovation is profound but concentrated within a small, powerful group of individuals. The perfect scores achieved by figures like Albus Dumbledore, Lord Voldemort, Harry Potter, and Luna Lovegood indicate the presence of truly disruptive, visionary thinkers capable of generating game-changing ideas. This is a significant strategic asset, suggesting the organisation can lead the market in creativity. However, this "spiky" profile creates a dependency on these key figures. To maximise this strength, the organisation must ensure these innovators are placed in roles that give them the freedom to create. For broader initiatives, a structured process is needed to foster innovative contributions from the entire team, preventing a bottleneck of ideas.



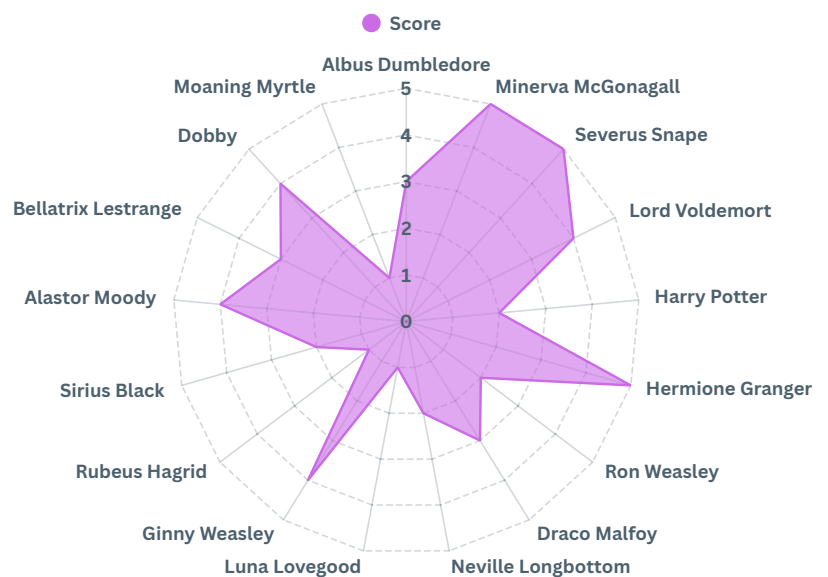
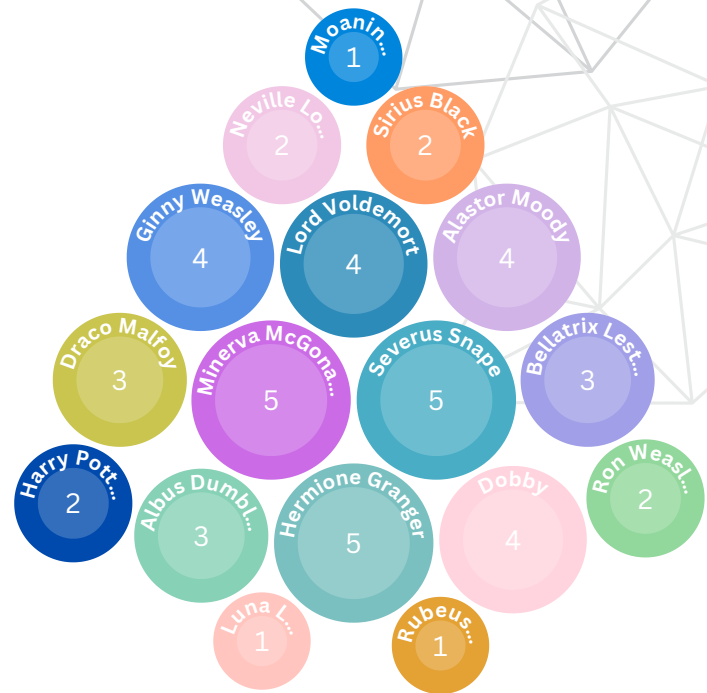
INVESTMENT

In contrast to the concentrated nature of innovation, the capability for long-term strategic Investment is a more broadly held strength. The elite scores of Dumbledore and Voldemort signify a capacity for bold, high-stakes strategic planning. Crucially, this is supported by a deep bench of highly competent individuals scoring a 4, including Hermione Granger and Severus Snape. This indicates a mature and robust organisational ability to not only conceive but also analyse and support long-term ventures. The team is well-positioned for initiatives requiring patience and foresight, such as mergers, acquisitions, or significant R&D projects.



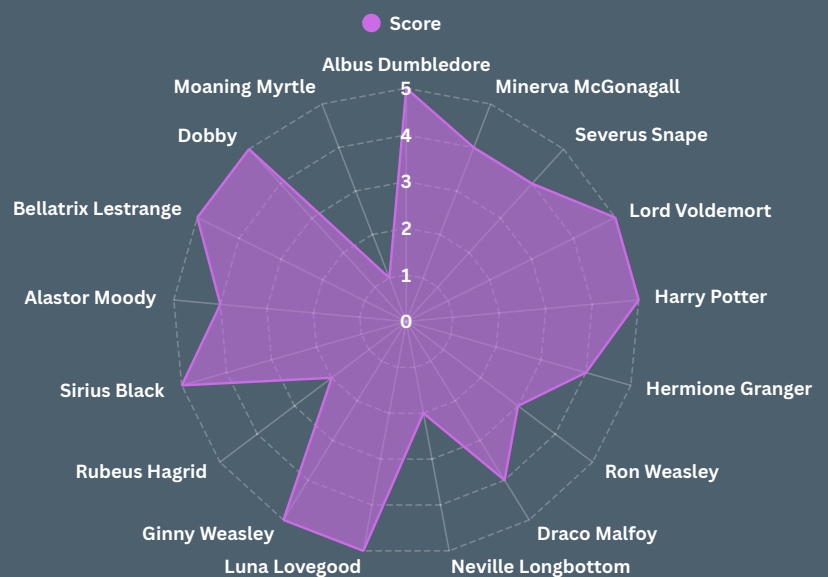
EFFICIENCY

This analysis reveals a critical and highly valuable distinction within the team's structure. The masters of operational Efficiency, Hermione Granger and Severus Snape, are different from the primary innovators. This highlights a specialised and effective division of labour, with a world-class core of process-driven executors who can ensure flawless implementation and optimisation. This is the engine room of the organisation. The key leadership challenge is to create a seamless pipeline between the visionaries identified on page 7 and the meticulous implementers highlighted here, ensuring that brilliant strategies are translated into tangible, efficient outcomes.



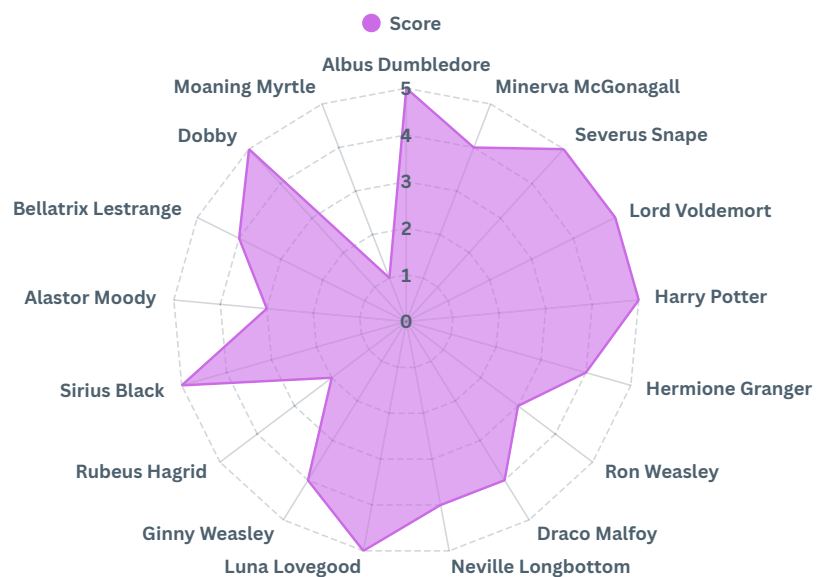
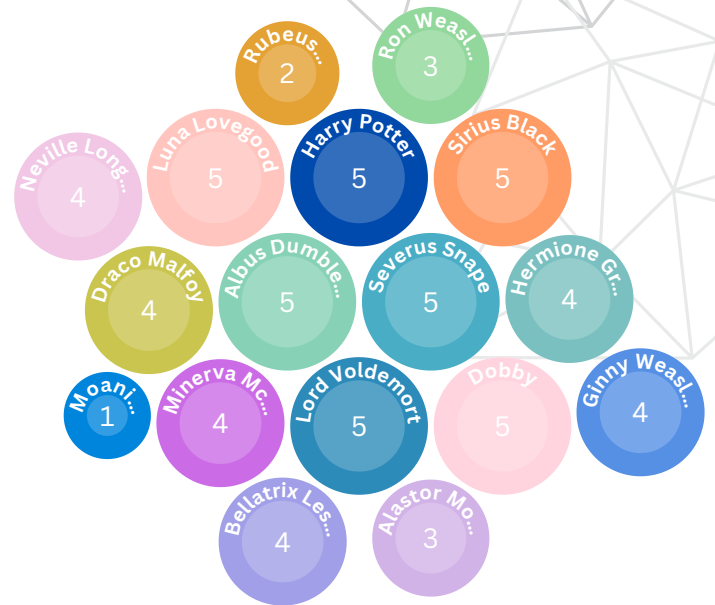
AGILITY

The radar chart for Agility reveals this to be a profound area of strength for the team. An exceptionally strong contingent of individuals scores the maximum of 5, including Albus Dumbledore, Lord Voldemort, Harry Potter, and Ginny Weasley. This indicates a deep, inherent capability for rapid adaptation, manoeuvring through complex challenges, and responding effectively to unforeseen circumstances. This core group of highly agile members suggests the organisation is well-prepared for dynamic and fast-paced operational environments. The analysis identifies Rubeus Hagrid (score of 2) and Moaning Myrtle (score of 1) as the primary outliers, whose skills are more suited to stable, less fluid roles. Overall, the team is exceptionally well-equipped for any strategic objective that demands swift and flexible action.



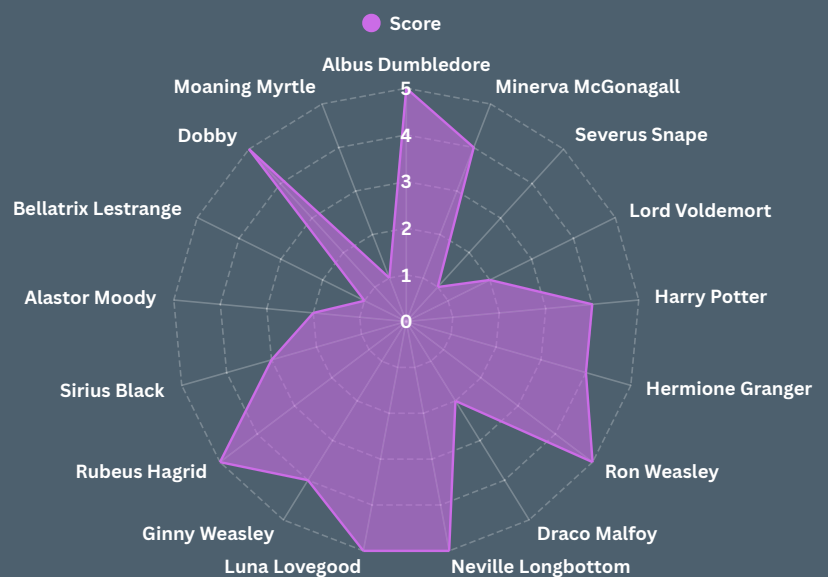
PIVOTING

The analysis of Pivoting demonstrates the team's exceptional capacity for strategic redirection and fundamental changes in approach. The highest possible score of 5 is achieved by a significant number of key personnel, including Albus Dumbledore, Lord Voldemort, Harry Potter, and Sirius Black. This highlights a leadership and core team composition that is not rigid, but rather is able to make decisive shifts in strategy when required. This is a critical asset for long-term projects and navigating volatile market conditions. While most of the team shows strong-to-elite capability in this area, Rubeus Hagrid (score of 2) and Moaning Myrtle (score of 1) are identified as being more fixed in their approaches, representing a need for change management support during major strategic shifts.



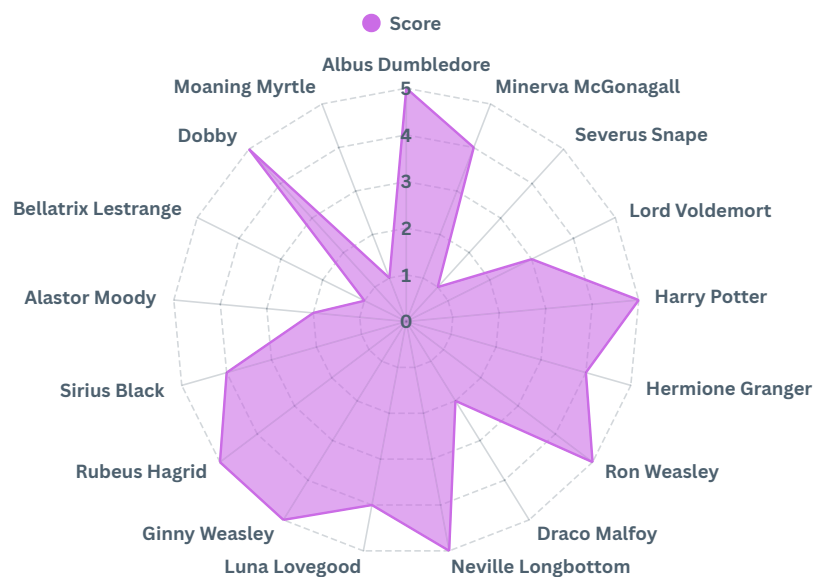
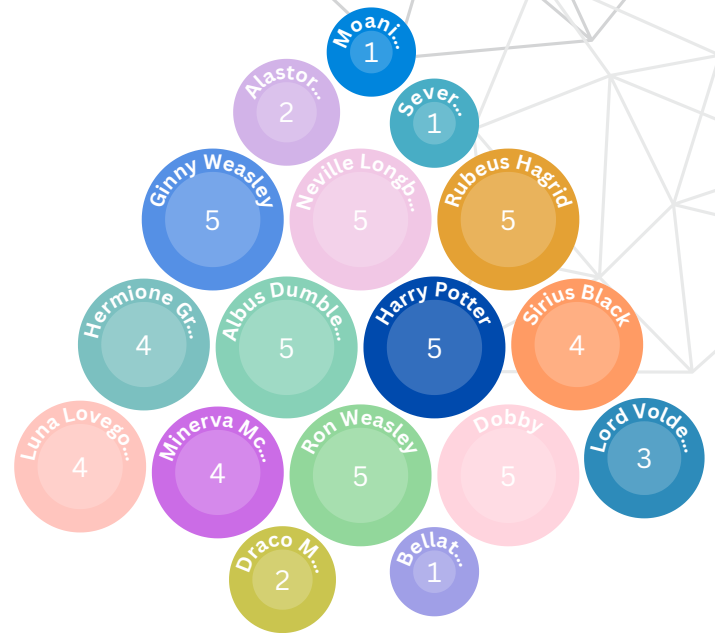
CULTURE

The radar chart displays the team's ability to influence and embody Culture. The results are polarised, indicating that culture is shaped by specific, powerful figures rather than being a uniform trait. Albus Dumbledore, Rubeus Hagrid, and Ron Weasley all score a 5, signifying their roles as foundational pillars of the team's positive cultural identity. Conversely, individuals like Severus Snape, Bellatrix Lestrange, and Moaning Myrtle score a 1, suggesting they can be detrimental to a healthy organisational culture. This highlights a significant internal dynamic; while there is a strong positive cultural core, there are also powerful counter-influences that could create friction or division. Strategic management of these opposing forces is crucial for team synergy.



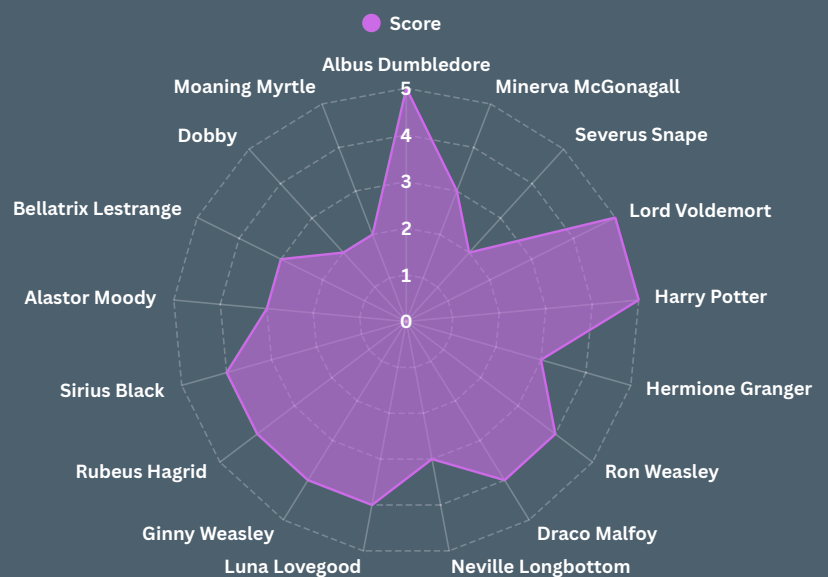
PEOPLE

The analysis of the People metric shows a strong overall aptitude for management, mentorship, and interpersonal synergy. The team is rich with individuals who score the maximum of 5, including Albus Dumbledore, Harry Potter, Ginny Weasley, Neville Longbottom, and Rubeus Hagrid. This indicates a powerful, empathetic core that can nurture talent, foster loyalty, and build effective teams. This is a significant organisational asset, suggesting a strong capacity for internal development and high employee morale. The primary outliers are those who operate with a more self-interested or abrasive approach, such as Severus Snape and Bellatrix Lestrange (both scoring 1), who would require significant coaching in people-centric roles.



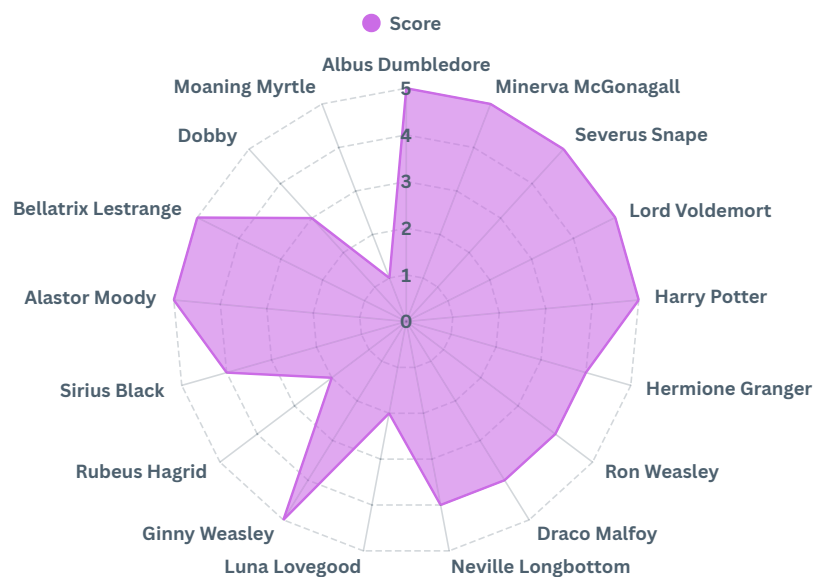
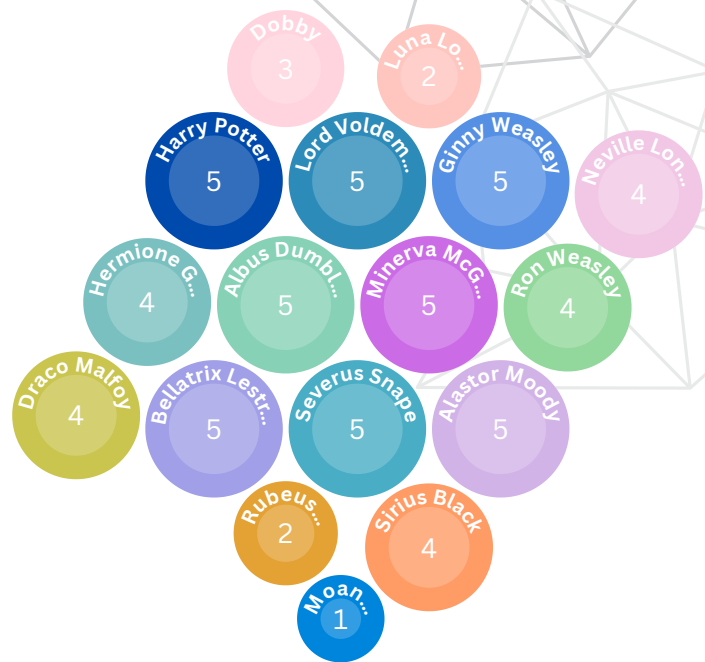
BRAND AWARENESS

This chart details the team's strength in establishing and leveraging Brand Awareness. The visualisation clearly indicates that the organization's brand is driven by a few key "superstars." Albus Dumbledore, Lord Voldemort, and Harry Potter all score a 5, signifying their immense public profiles and their roles as the primary faces of the organisation. Their presence provides a massive strategic advantage in the marketplace. However, the capability drops off significantly outside of this core group. Individuals like Severus Snape and Moaning Myrtle score a 2, while others like Hermione and Minerva McGonagall score a moderate 3. This suggests a reliance on a few key figures for brand projection, creating a potential risk if their public standing were to change.



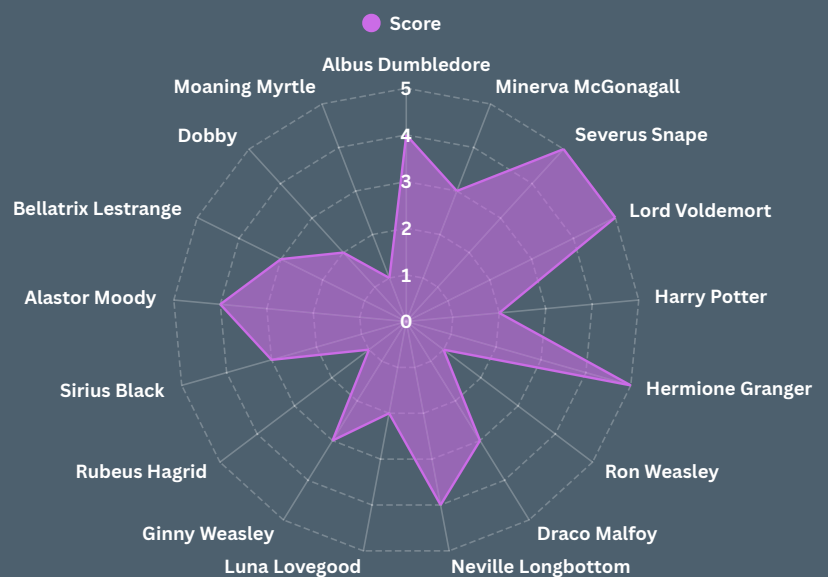
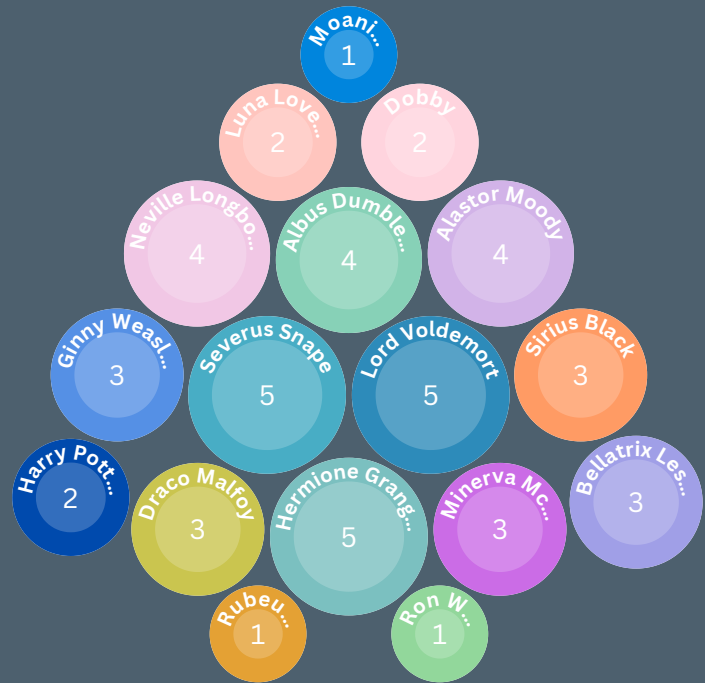
COMPETITION

The assessment of Competition reveals a team with a formidable winning instinct and a deep roster of highly competitive individuals. A remarkable number of members achieved the top score of 5, including Albus Dumbledore, Lord Voldemort, Harry Potter, Minerva McGonagall, and Severus Snape. This demonstrates a powerful, shared drive to succeed and outperform rivals, which is a critical asset in any competitive environment. The data suggests the organisation is exceptionally well-prepared for head-to-head challenges, market share battles, and high-stakes negotiations. The few individuals with lower scores, such as Rubeus Hagrid (score of 2), are the exception, confirming that a competitive mindset is a core feature of the team's DNA.



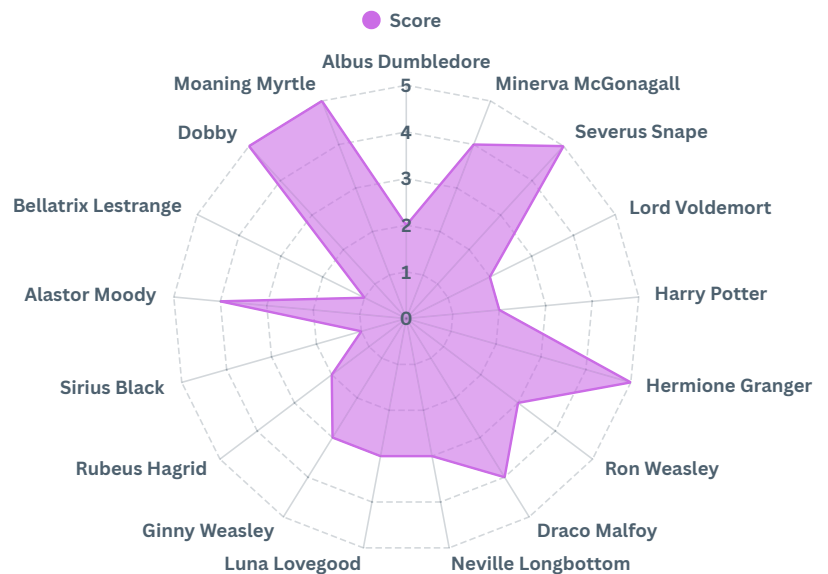
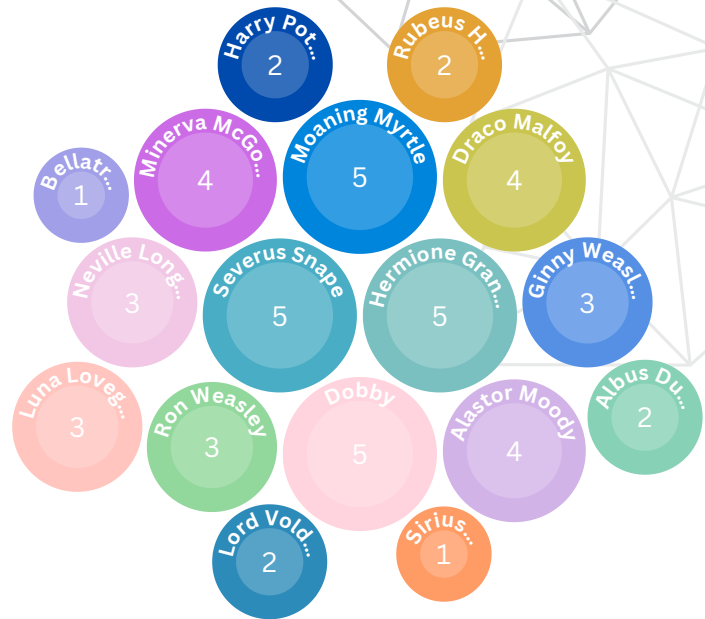
TECHNOLOGICAL

The radar chart for the Technological objective shows a polarised set of capabilities. There is a clear pocket of elite expertise, with Hermione Granger and Severus Snape scoring a 5. This indicates the presence of world-class technical specialists who can drive deep, knowledge-based work. However, this high-end talent is not broadly distributed across the team. Several key members, including Harry Potter, Ron Weasley, and Rubeus Hagrid, score very low (2 or 1), highlighting a significant technical skills gap. This suggests a potential operational vulnerability where the organisation is heavily reliant on a small number of specialists. Cross-training and knowledge-sharing initiatives would be highly beneficial to mitigate this risk.



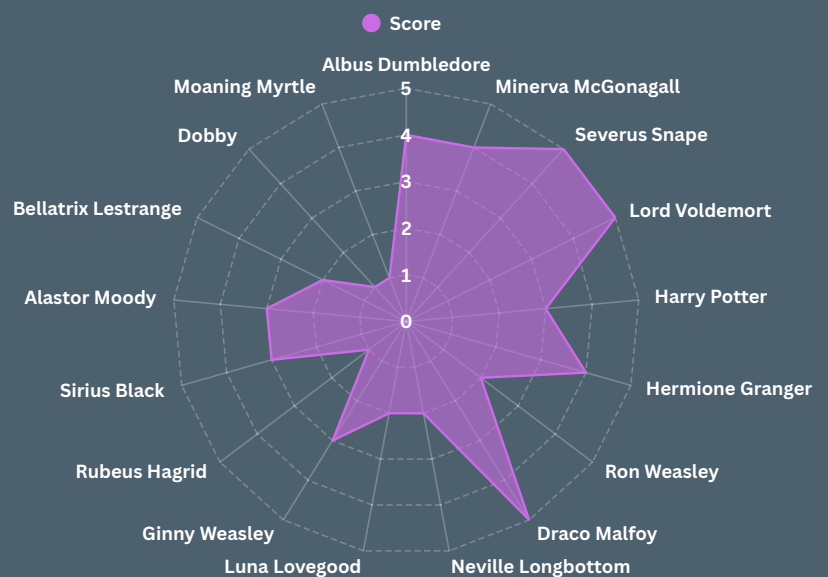
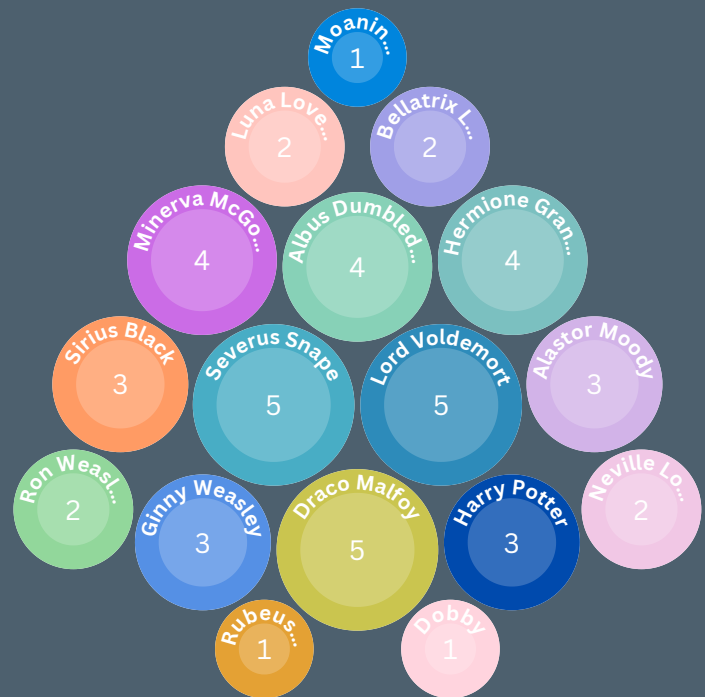
COST REDUCTION

The analysis for Cost Reduction indicates that this is not a natural or widespread strength for the majority of the team. The highest scores (5) are achieved by specialists in this area: Severus Snape, Hermione Granger, and Moaning Myrtle (who operates with minimal resources). This suggests that while the capability exists, it is concentrated in a few individuals rather than being an organisational priority. Key figures like Harry Potter and Albus Dumbledore score a low 2, and Sirius Black scores a 1, indicating that their focus lies on expansion and investment rather than fiscal tightening. When embarking on cost-saving initiatives, leveraging the expertise of the high-scoring specialists will be crucial for success.



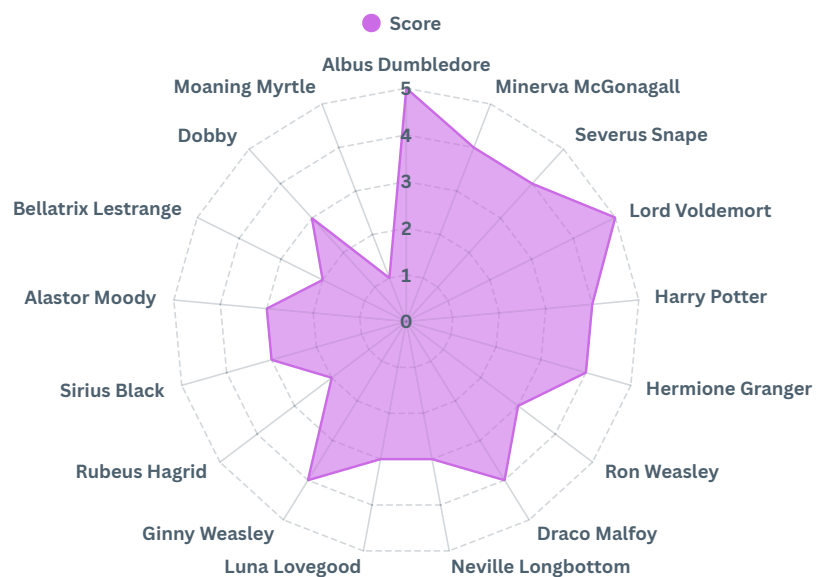
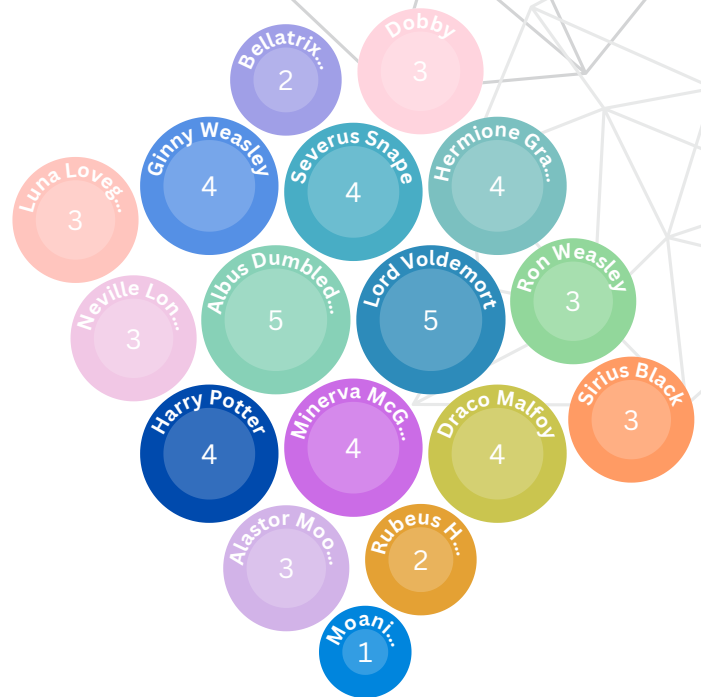
PRICE MAXIMISATION

This chart assesses the team's ability to achieve Price Maximisation. The results show a concentration of power with a few key individuals who excel at extracting maximum value. Lord Voldemort, Severus Snape, and Draco Malfoy all score a 5, indicating a ruthless and effective approach to securing advantageous outcomes. Albus Dumbledore and Hermione Granger follow closely with a strong score of 4. However, a significant portion of the team, including Rubeus Hagrid and Moaning Myrtle (scoring 1), are not suited for this objective. This suggests that for negotiations or commercial activities focused on maximising returns, a specialised task force led by the highest-scoring members would be the most effective strategy.



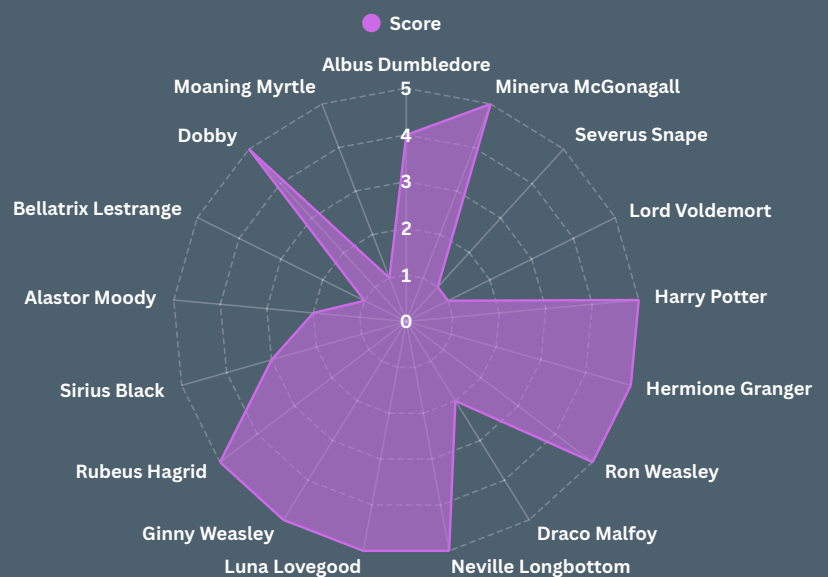
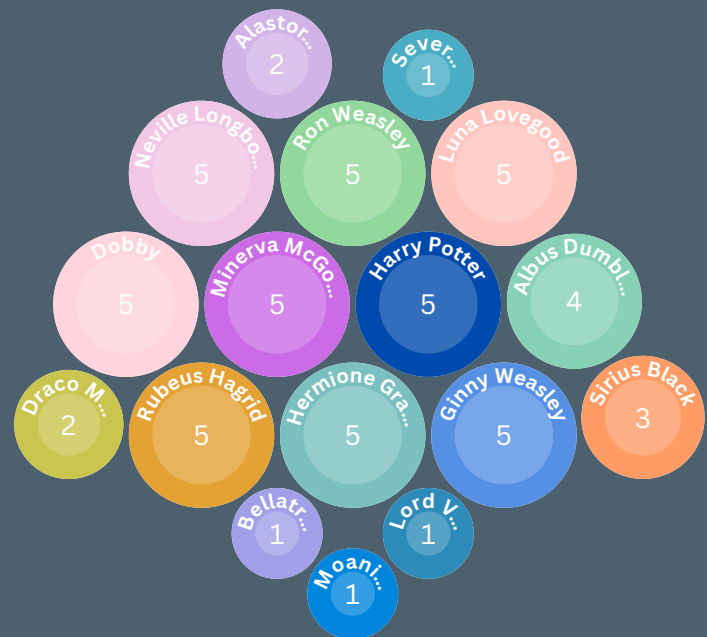
INCREASE REVENUE

The capability to Increase Revenue is shown to be a strength primarily held by the organisation's most powerful and influential figures. Albus Dumbledore and Lord Voldemort score a 5, demonstrating their ability to drive significant growth and resource acquisition. This top-tier capability is supported by a competent group scoring 4, including Hermione Granger, Severus Snape, and Harry Potter. This indicates that the leadership and core members are well-equipped to lead revenue-generating initiatives. The lower scores of individuals like Rubeus Hagrid (2) and Moaning Myrtle (1) are expected and align with their non-commercial roles within the team.



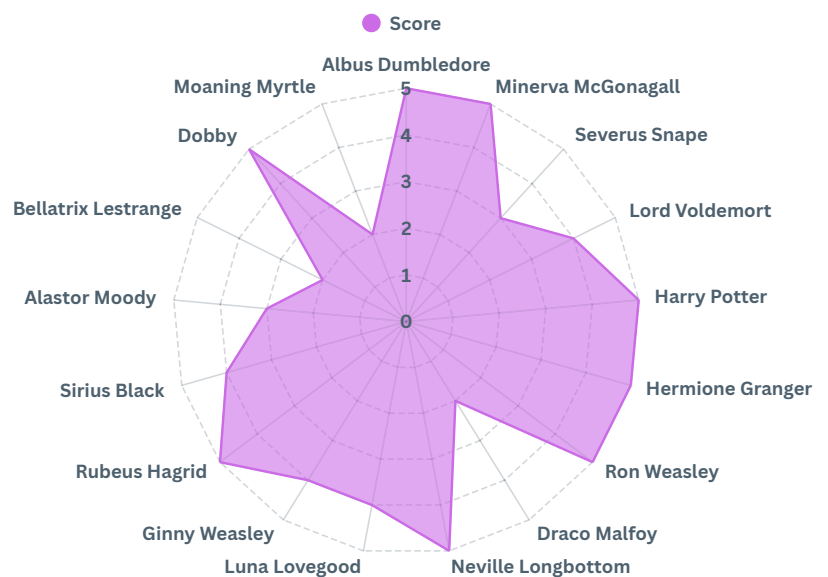
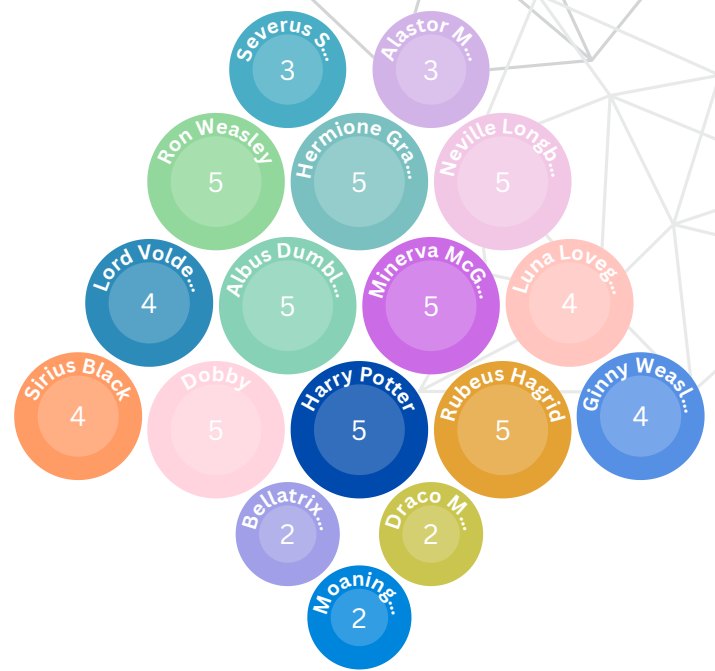
CUSTOMER SATISFACTION

The analysis for Customer Satisfaction reveals an overwhelming organisational strength. A vast majority of the team scores a 5 in this area, including Harry Potter, Hermione Granger, Ron Weasley, Neville Longbottom, and Rubeus Hagrid. This indicates a deep, team-wide ability to meet and exceed stakeholder expectations, build loyalty, and create positive outcomes for those they serve. This is a powerful asset that can be leveraged across all external-facing activities. The extremely low scores of Severus Snape (1), Lord Voldemort (1), and Bellatrix Lestrange (1) highlight individuals who are fundamentally misaligned with this objective and should not be placed in customer-facing roles.



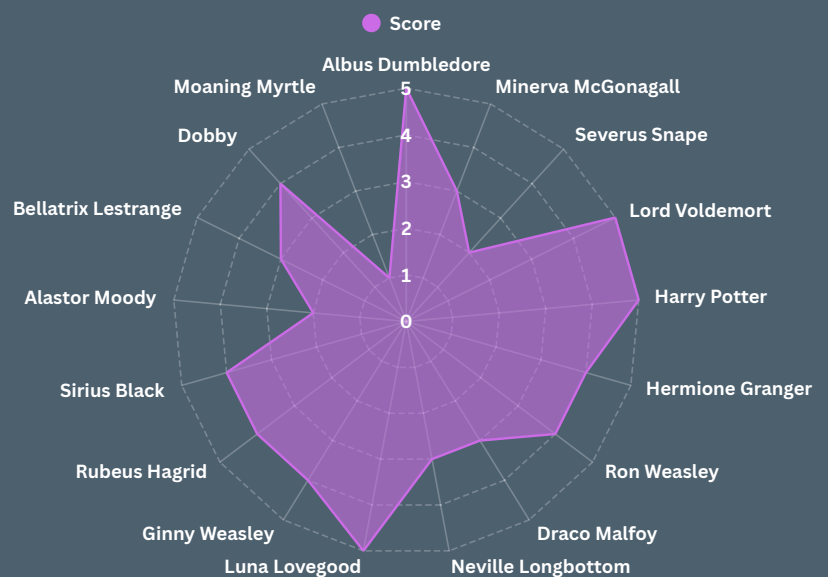
CUSTOMER RETENTION

The Customer Retention chart reinforces the team's exceptional strength in stakeholder management. The results mirror those for Customer Satisfaction, with an even broader array of individuals achieving the maximum score of 5. This includes the entire core group of Harry, Ron, and Hermione, as well as foundational members like Minerva McGonagall and Rubeus Hagrid. This demonstrates an exceptional ability to maintain long-term loyalty and alliances. The data confirms that the core of the organisation is perfectly structured to foster lasting relationships. The few low scorers, such as Draco Malfoy and Bellatrix Lestrange (both scoring 2), are known for their disloyal behaviours.



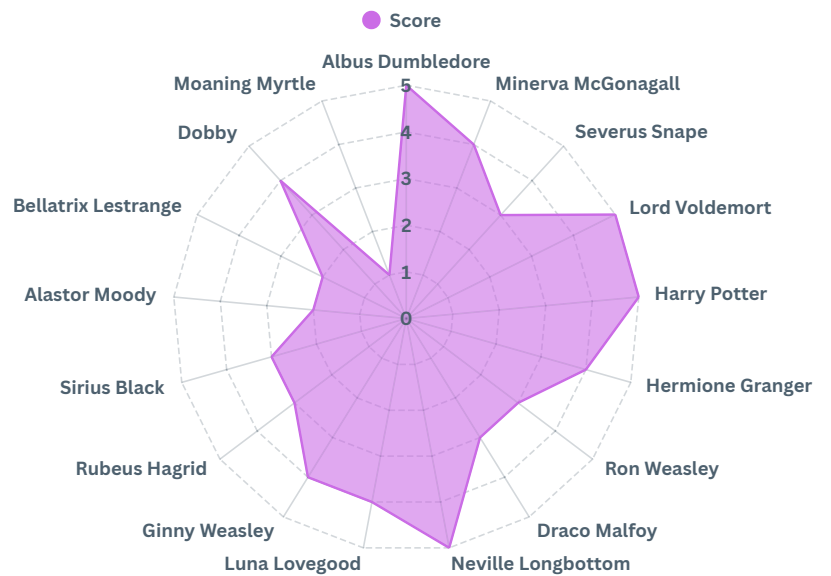
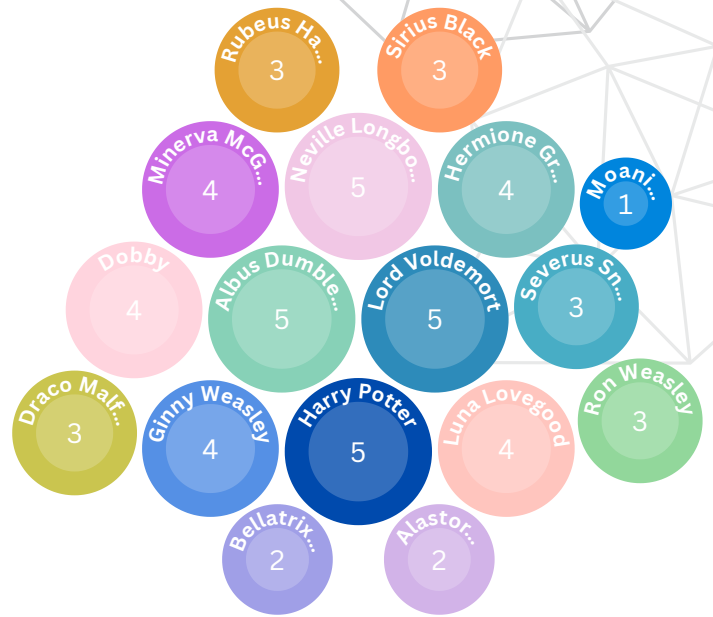
CUSTOMER CREATION

This chart assesses the team's ability to attract new followers and create new alliances. The results show this capability is concentrated at the highest levels of leadership and influence. Albus Dumbledore, Lord Voldemort, and Harry Potter all score a 5, confirming their status as the primary drivers of outreach and expansion. Their significant brand awareness directly translates into an ability to generate new interest. This strength is supported by a layer of charismatic individuals like Luna Lovegood and Ron Weasley, who score a 4. This indicates a top-heavy but effective structure for growth, relying on its most prominent members to lead acquisition efforts.



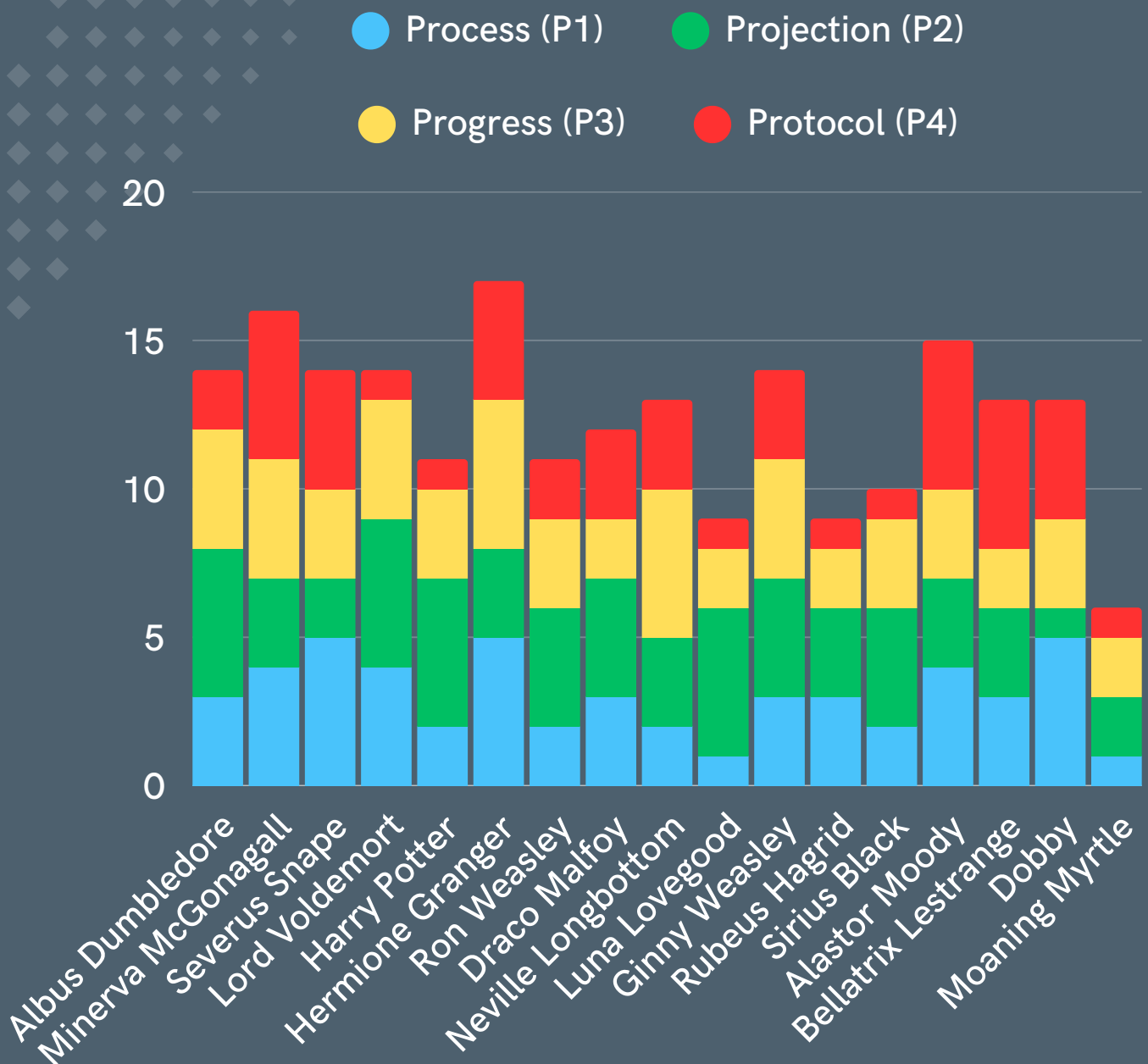
GROWTH

The data shows that the potential for growth is highest among the team's most powerful and forward-thinking members. Albus Dumbledore, Lord Voldemort, and Harry Potter score a 5, indicating they are the primary engines for driving the organisation's long-term expansion and evolution. This is powerfully supplemented by individuals who have demonstrated immense personal growth, such as Neville Longbottom (score of 5), and those with a strong creative vision, like Luna Lovegood (score of 4). The overall profile is that of a team with a very strong capacity for growth, led by a highly ambitious and capable core.



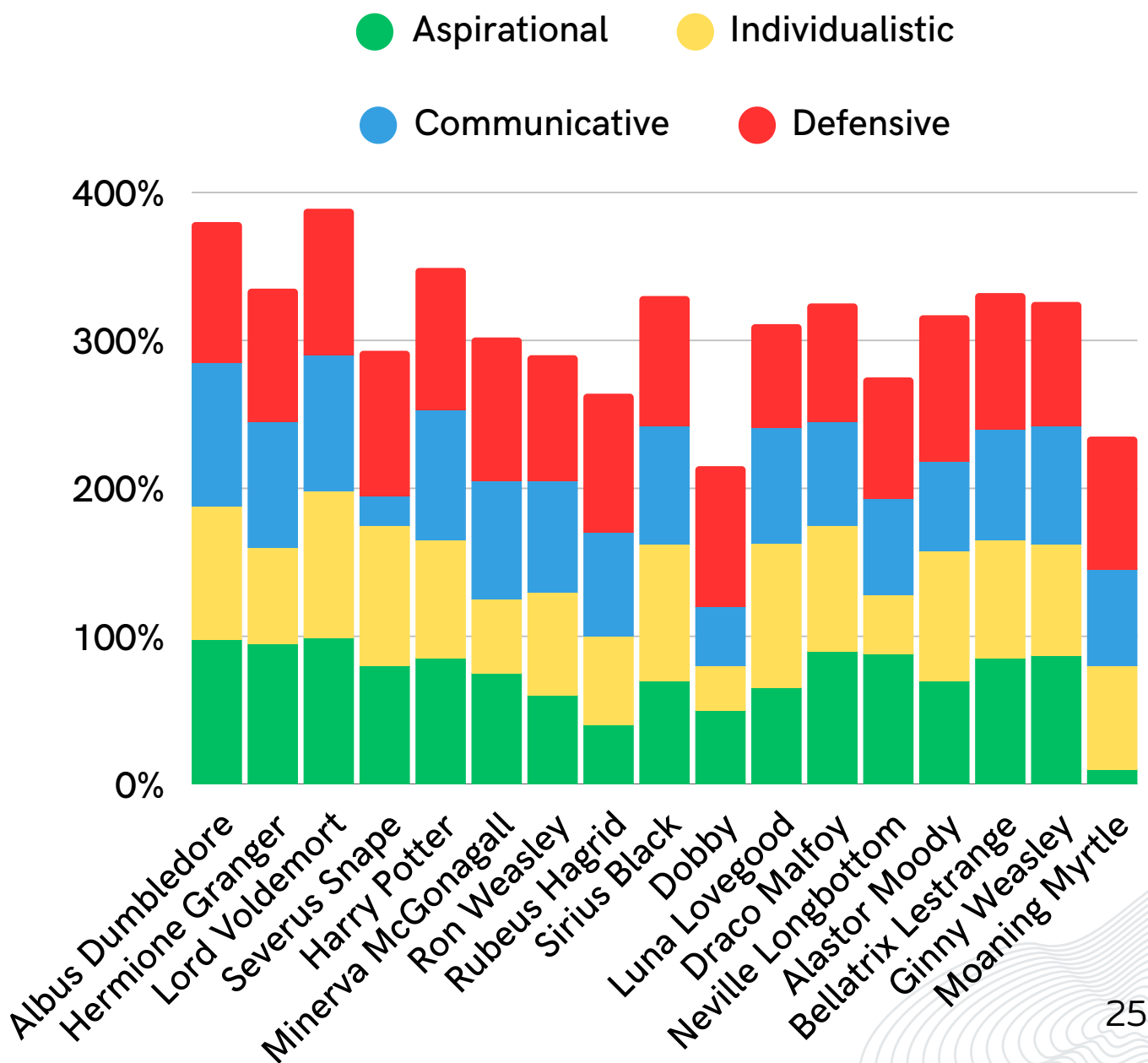
4P PROCESS

This bar chart provides a granular breakdown of each team member's composition across the 4P drivers (Process, Projection, Progress, Protocol). The analysis reveals diverse profiles: individuals like Albus Dumbledore and Minerva McGonagall show high overall scores with a balanced mix across all four pillars. In contrast, specialists like Hermione Granger and Severus Snape are heavily weighted towards Process (P1) and Protocol (P4). This chart is crucial for tactical team formation, allowing for the strategic pairing of complementary skill sets.



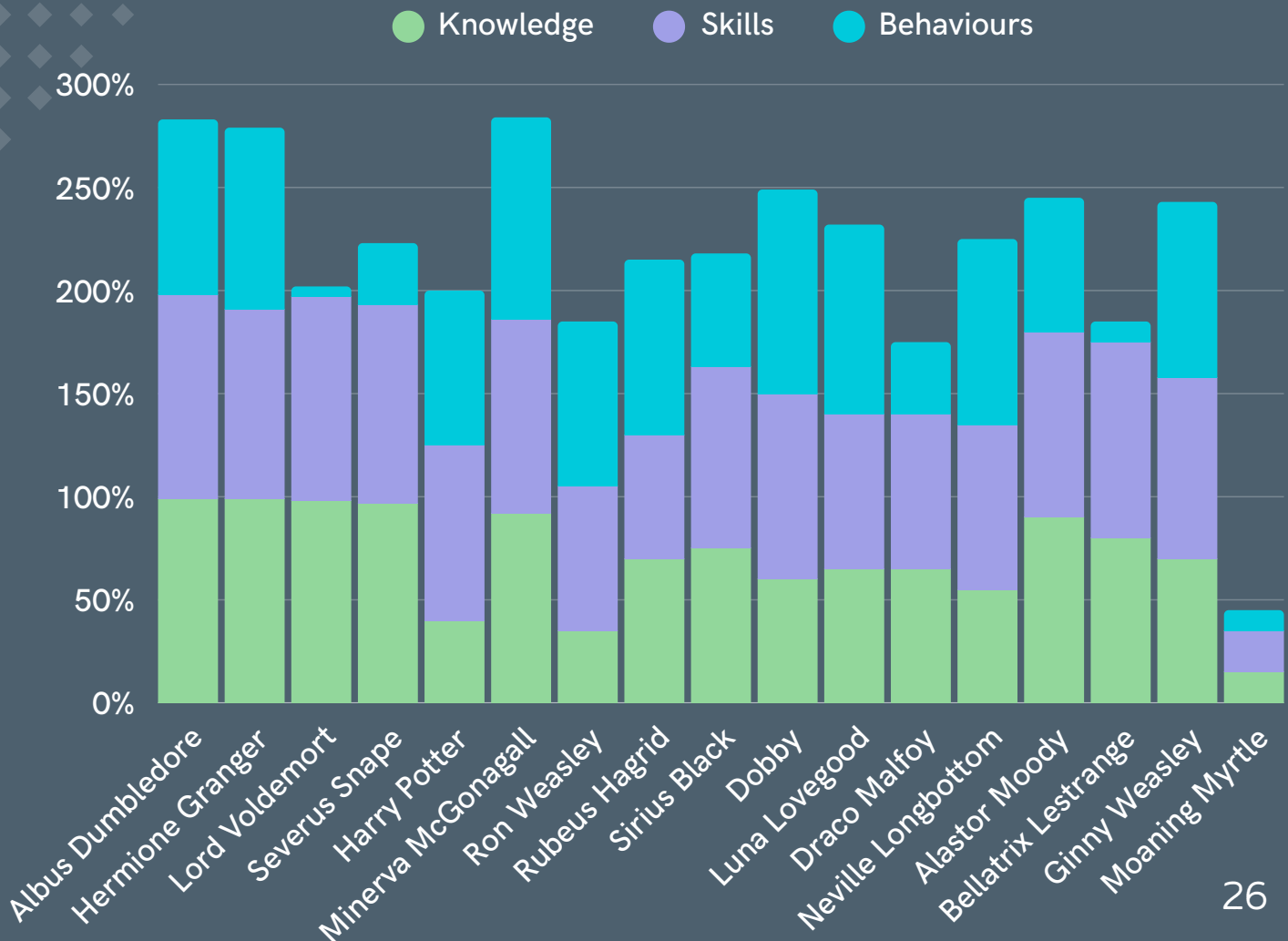
PERSONALITY DRIVERS

This stacked bar chart assesses the team based on four key personality drivers: Aspirational, Individualistic, Communicative, and Defensive. Albus Dumbledore's profile is dominated by strong Communicative and Defensive traits, reflecting his role as a persuasive and protective leader. Conversely, Lord Voldemort's profile shows extremely high Individualistic and Defensive scores, indicative of a self-serving and guarded nature. This visualisation effectively maps the underlying motivations and interpersonal styles of each team member.



KNOWLEDGE, SKILLS AND BEHAVIOURS

This chart breaks down each individual's capability into three core pillars: Knowledge, Skills, and Behaviours. It clearly distinguishes technical ability from professional conduct. Albus Dumbledore and Hermione Granger exhibit the highest total scores, with a strong foundation in Knowledge. A critical insight is the profile of Lord Voldemort, who possesses elite Knowledge and Skills but is severely deficient in behaviours. This demonstrates that technical expertise within the team is not always matched by professional conduct.



KNOWLEDGE

The treemap visualisation illustrates the distribution of Knowledge across the team, with the size of each block representing the individual's depth of expertise. The analysis shows a significant concentration of knowledge within a small group of elite experts. Albus Dumbledore, Hermione Granger, and Lord Voldemort represent the largest blocks, indicating they are the primary intellectual assets of the organisation. A secondary tier, including figures like Severus Snape and Bellatrix Lestrange, provides further specialised knowledge. However, the presence of numerous smaller blocks, such as those for Harry Potter and Ron Weasley, highlights a substantial knowledge gap between the senior experts and the rest of the team. This suggests a potential "key person" risk and underscores the need for knowledge transfer and mentorship programs to develop broader team capability.



SKILLS

This treemap details the team's practical Skills, the ability to apply knowledge effectively. The distribution here differs slightly from the Knowledge analysis. While top figures like Albus Dumbledore and Lord Voldemort remain dominant, individuals known for exceptional practical application, such as Bellatrix Lestrange and Harry Potter, are represented by larger blocks than their knowledge scores might suggest. This highlights a distinction between theoretical understanding and real-world execution. The analysis identifies individuals like Rubeus Hagrid and Moaning Myrtle as having the most significant skills gaps. To maximise operational effectiveness, the organisation should focus on pairing individuals with high Knowledge (like Hermione) with those who demonstrate high practical Skills to create well-rounded execution teams.



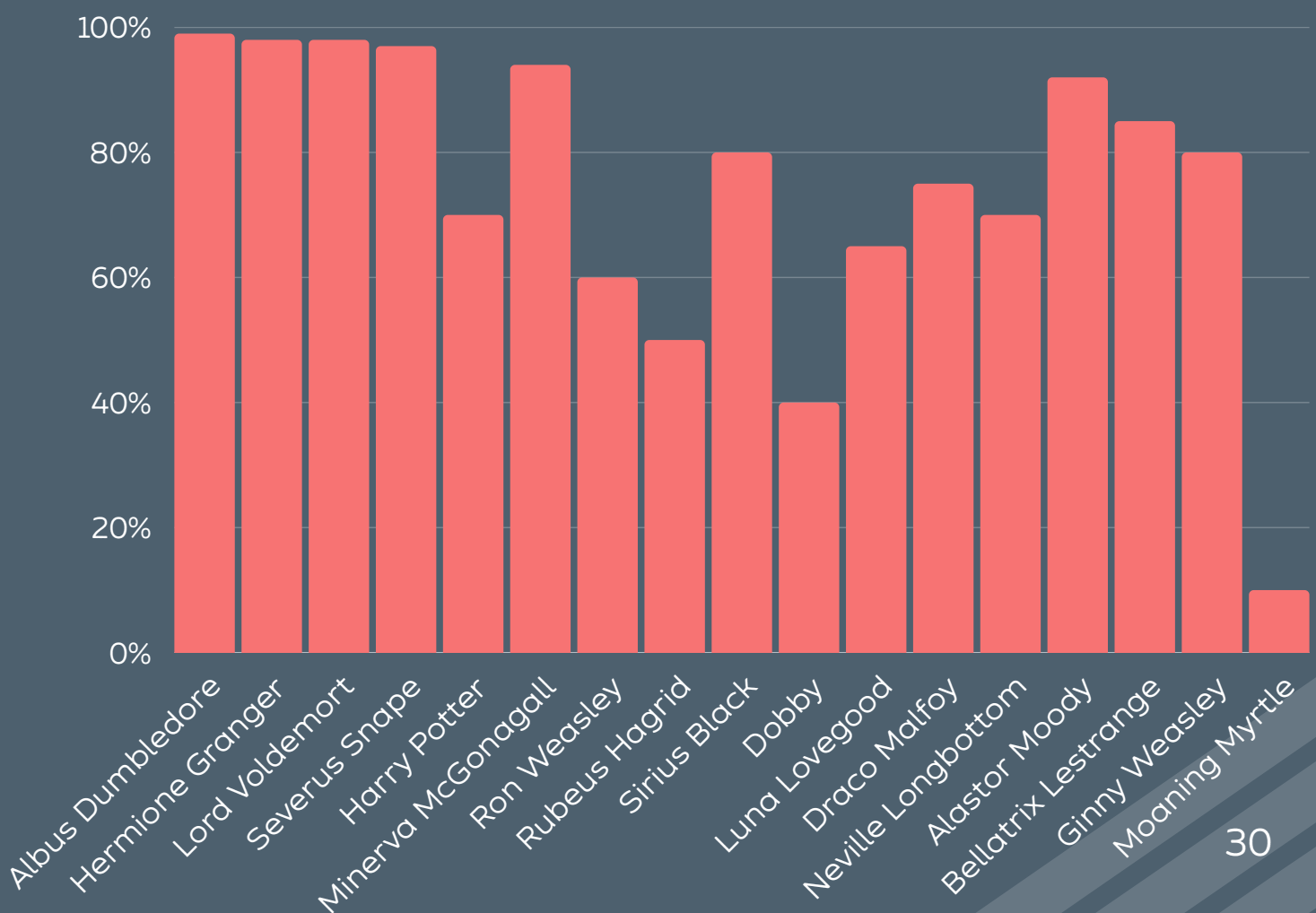
BEHAVIOURS

The analysis of professional Behaviours reveals a dramatically different team landscape, focusing on conduct, attitude, and work ethic. Individuals who serve as the cultural and moral core of the team, such as Minerva McGonagall, Dobby, and Rubeus Hagrid—are represented by the largest blocks, signifying their foundational role in maintaining professional standards and team cohesion. In stark contrast, some of the most technically skilled members, including Lord Voldemort and Bellatrix Lestrange, are represented by the smallest blocks, indicating critical deficiencies in professional conduct. This visualisation powerfully illustrates that technical ability and professional behaviour are not correlated within this team, highlighting a key area for targeted coaching and intervention to ensure team synergy.



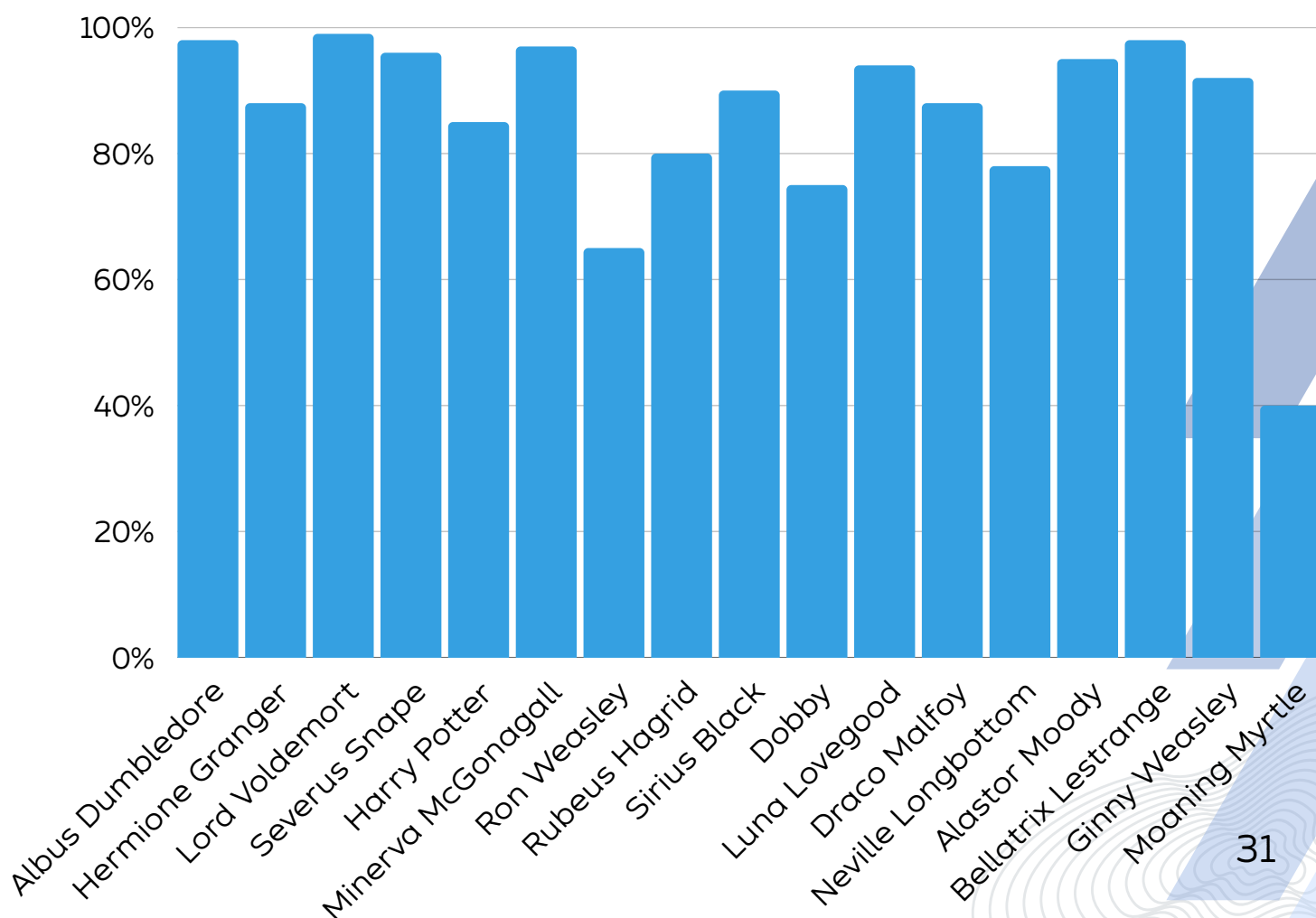
TECHNICAL ABILITY

The bar chart provides a clear view of the team's Technical Ability. The analysis reveals a significant cluster of elite-tier individuals, with Albus Dumbledore, Hermione Granger, Lord Voldemort, and Severus Snape all scoring near-perfect marks (98-99%). This indicates a formidable depth of knowledge and expertise at the top. The data also highlights a considerable performance gap to the rest of the team. Moaning Myrtle is identified as having the most significant technical development need, scoring approximately 10%.



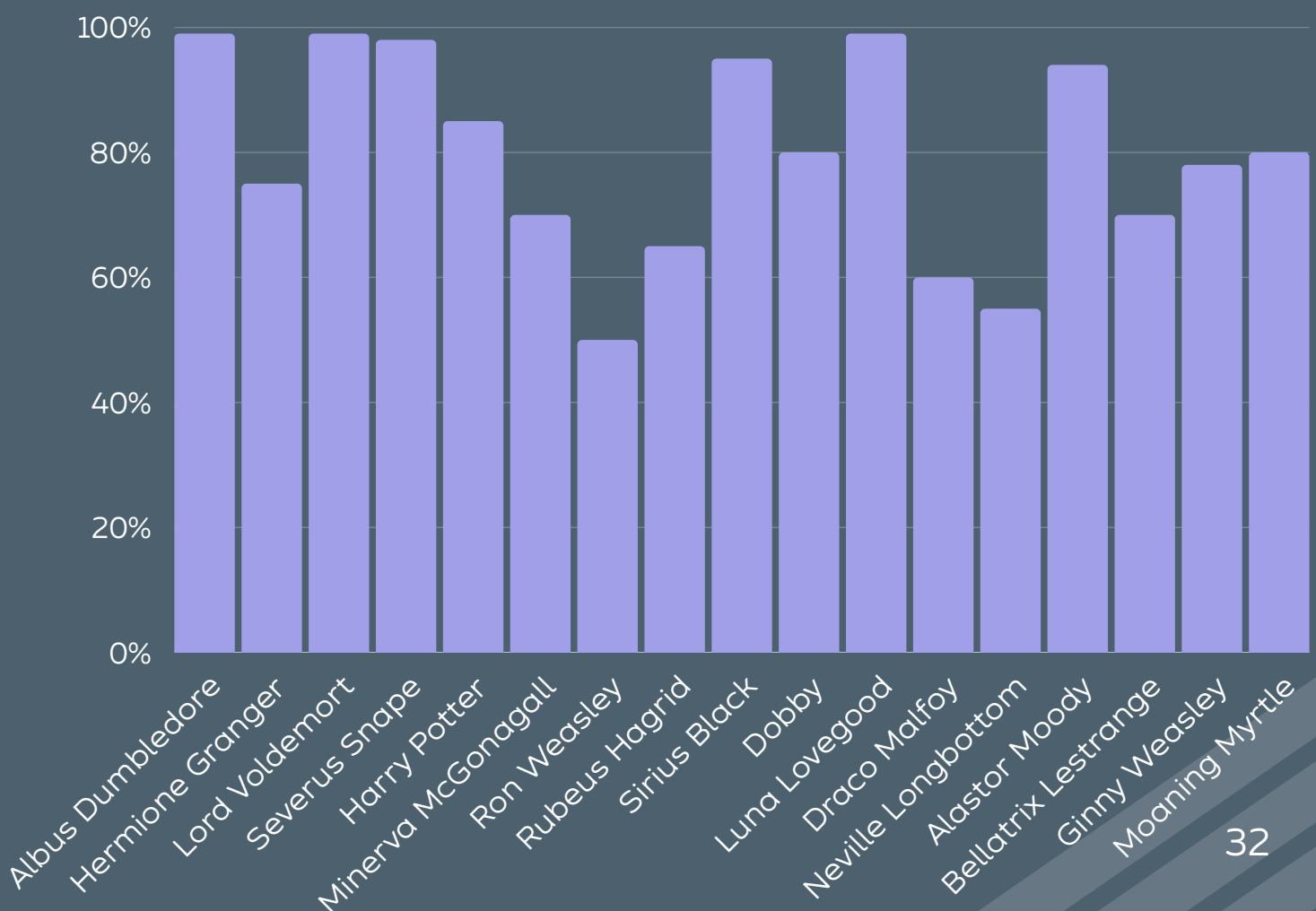
CONFIDENCE

Confidence level of each team member. Lord Voldemort and Albus Dumbledore exhibit the highest levels of confidence, scoring at or near 100%. This indicates their absolute certainty in their actions and communication. The majority of the team demonstrates high confidence, with most scoring above 80%. This suggests a team that is generally self-assured and presents its work with conviction. Moaning Myrtle registers the lowest confidence level at approximately 40%, identifying a key area for personal development.



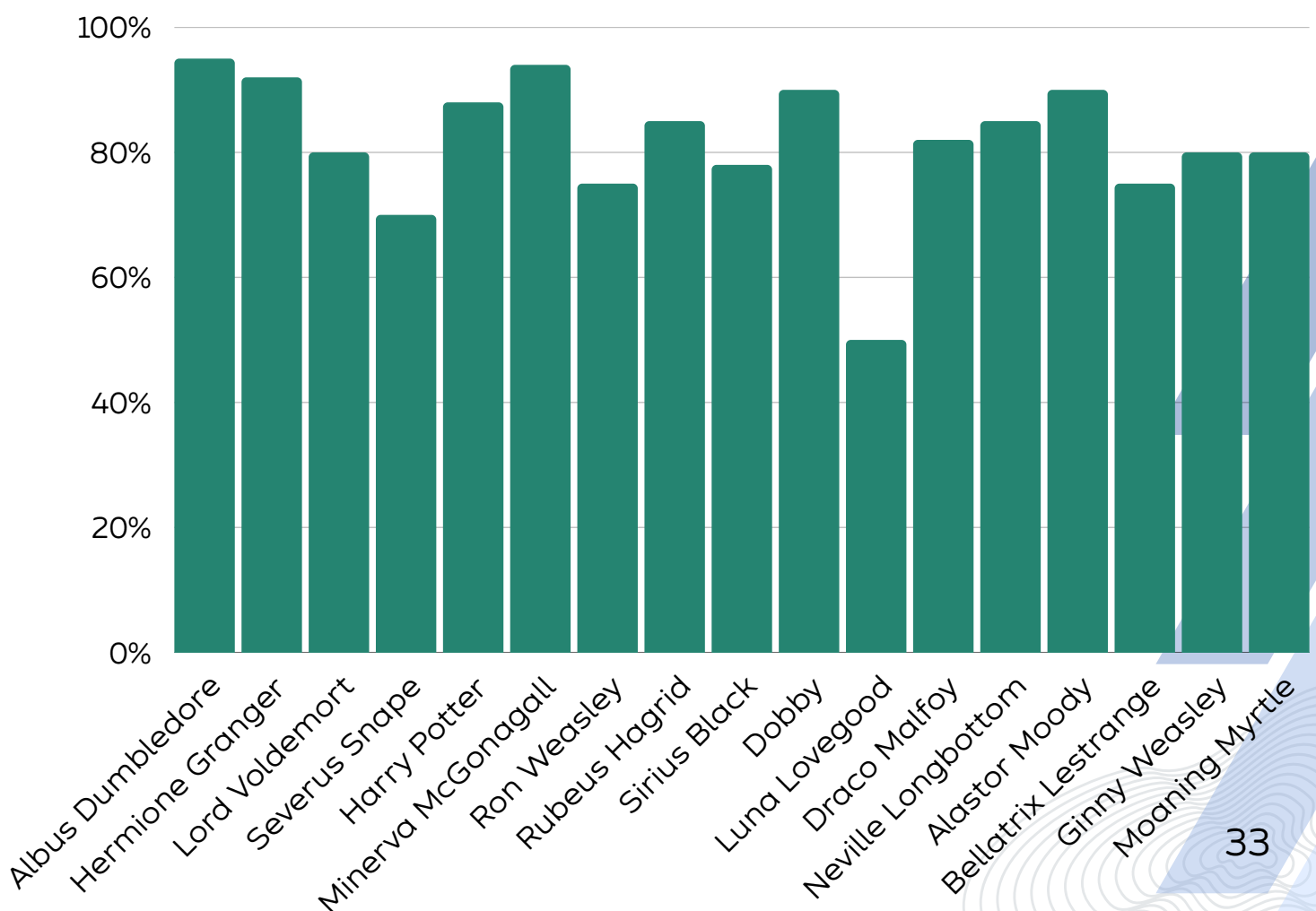
INDEPENDENCE

The bar chart displays each individual's capacity for Independence, measuring their ability to operate with a unique worldview and avoid genericity. The data reveals a group of powerful independent thinkers at the top of the scale, with Lord Voldemort, Severus Snape, and Luna Lovegood all scoring near 100%. This indicates the presence of individuals who can generate truly original strategies and are not bound by conventional thinking. However, the lower scores for key team players like Dobby (approx. 40%) and Neville Longbottom (approx. 55%) show a contrasting and equally valuable group that excels at collaboration and operating within a defined structure. This balance is a strategic asset, providing the organisation with both disruptive innovators and reliable team members who can execute a shared vision.



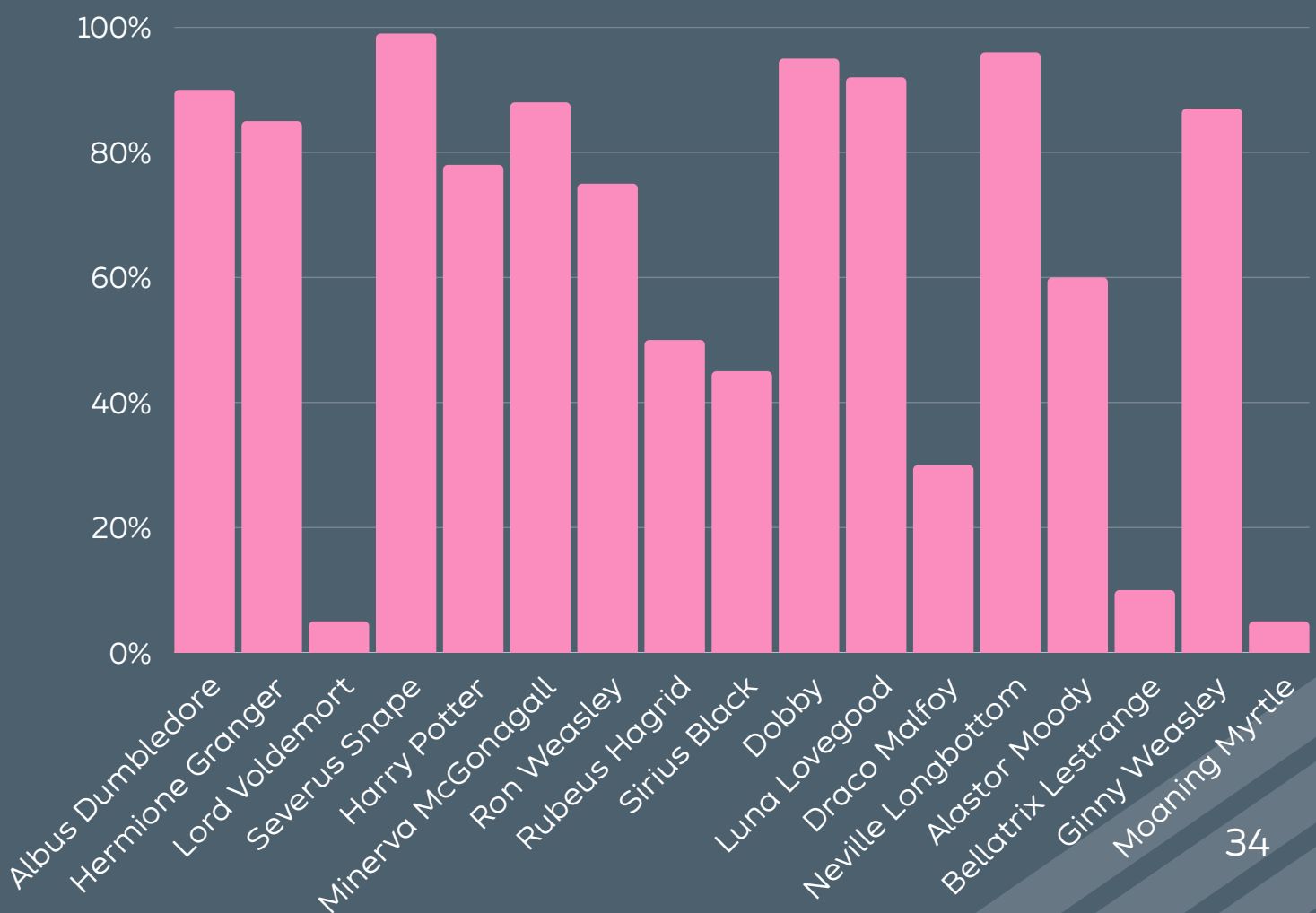
REINFORCEMENT

This chart measures Reinforcement, or how well an individual uses past experiences to provide credibility and enhance their answers. The analysis shows this to be a strong, widely-held competency across the team. Albus Dumbledore's score is the highest at nearly 100%, confirming his mastery of using his vast experience to guide and persuade. He is followed by a strong contingent of credible leaders, including Minerva McGonagall and Alastor Moody, who both score approximately 90%. This suggests a culture where decisions and communications are well-supported by precedent and experience. The notable outlier is Luna Lovegood, whose lower score (approx. 50%) reflects her tendency to rely on abstract belief rather than concrete past examples, representing a different but potentially valuable style of influence.



SELF-AWARENESS

Self-Awareness reveals some of the most critical and varied insights. Severus Snape displays a near-perfect score, indicating a profound ability to reflect on past actions and learn from them. In stark contrast, Lord Voldemort scores exceptionally low (under 10%), highlighting a critical deficiency in self-reflection and personal growth. High performers in this area, such as Dobby and Neville Longbottom, demonstrate a strong capacity for learning and development, which is a key asset for the organisation.



SUMMARY

The analysis processed over 211,000 data points to generate a multi-faceted view of the team's strengths, weaknesses, and underlying behavioural drivers. The findings reveal a team of exceptionally high, albeit specialised, talent. The organisation possesses a world-class capacity for dynamic, competitive action and stakeholder management but faces significant opportunities to enhance its operational and commercial discipline. This summary outlines these key findings and proposes five detailed, actionable next steps designed to capitalise on strengths and address strategic development areas.

The analysis identified five distinct and powerful strategic advantages. The team's profound Agility and ability to Pivot are standout features, evidenced by the high concentration of elite scores among senior leadership, which ensures a robust capacity for strategic redirection in volatile environments. This is complemented by a formidable, widely held Competition instinct, with a remarkable number of members achieving top scores, positioning the organisation to excel in high-stakes scenarios. Furthermore, the team demonstrates an overwhelming and deeply embedded strength in ensuring Customer Satisfaction, which serves as a solid foundation for all stakeholder relations. Crucially, the team's most influential members are exceptionally strong in P2 Projection, giving the organisation a powerful and resonant voice to shape its brand and market position effectively.

The report highlights several areas requiring strategic focus. The capability for long-term Investment is highly concentrated at the senior leadership level; the opportunity lies in cultivating this strategic, forward-thinking mindset more broadly throughout the management layers. Key operational areas such as Efficiency and Price Maximisation are shown to be specialist skills held by a few rather than universal competencies. This presents a clear opportunity to enhance commercial acumen across the team to improve margins and operational performance. A significant skills gap exists in the Technology domain, where elite expertise is held by a very small number of individuals, creating a key-person risk that must be mitigated. Finally, a lack of consistency in P4 Protocol across the team suggests a need for improved standardisation and operational discipline to ensure predictable, high-quality execution.

NEXT STEPS

Based on these findings, we propose the following five strategic initiatives:

- **Establish a Strategic Response Unit:** To fully capitalise on our core strengths, a dedicated, agile unit should be formed immediately. This cross-functional team, comprised of top performers in Agility, Pivot, and Competition (such as Dumbledore, Harry Potter, and Ginny Weasley), will be tasked with spearheading our response to dynamic market opportunities and competitive threats, ensuring we can move faster than our rivals.
- **Launch a Commercial Excellence Programme:** To address development needs in Efficiency and Price Maximisation, a targeted training programme should be rolled out. This initiative will focus on upskilling client-facing teams in commercial discipline and value extraction, leveraging the in-house expertise of specialists like Severus Snape and Draco Malfoy to lead workshops and establish best practices.
- **Future-Proof through a Tech Upskilling Initiative:** To mitigate the "key person risk" in Technology and cultivate broader strategic thinking in Investment, we must launch an organisation-wide upskilling programme. This will broaden the team's core technical competencies beyond the specialists and introduce modules on long-term financial planning to foster a more durable, forward-thinking culture.
- **Standardise Operations via a Protocol Framework:** To improve consistency, a project to define and implement a clear operational framework is required. Led by individuals with high P4 Protocol scores like Minerva McGonagall, this initiative will enhance team-wide discipline, reduce operational variance, and improve predictability in execution.
- **Launch a Brand Capitalisation Campaign:** A new marketing and communications campaign should be designed and led by our strongest figures in P2 Projection (Dumbledore, Harry Potter, Lord Voldemort). The goal is to translate their significant personal brand awareness into tangible business growth, directly addressing the organisational weakness in Customer Creation that was identified in the wider report.

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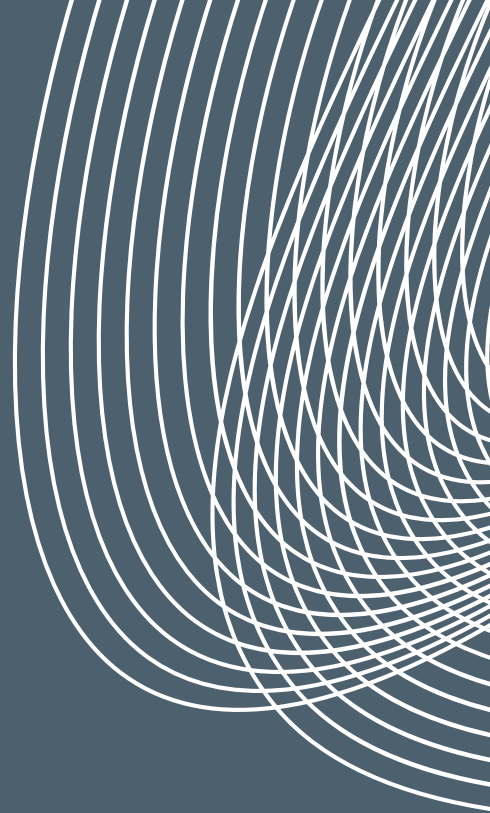
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