

There is always something to learn...

an interview
with Rod Lynch
London Scottish

ROD LYNCH IS THE FIRST CHAIRMAN OF LONDON SCOTTISH INTERNATIONAL LIMITED (LSIL), THE MANAGEMENT AND INVESTMENT GROUP THAT SUPPORTS THE PROFESSIONAL RUGBY CLUB, LONDON SCOTTISH.

LSIL itself is made up of a founding group of highly prominent Scottish investors from the world of business, finance and service sectors, including 5 chairmanships of household company names. As such, it has the prime aim of raising sufficient investment for the club to secure promotion to the higher echelons of league rugby union.

With such strength of business knowledge at its core; Rod explains how JFP have been instrumental in developing and moving LSIL forward.

“JFP came on board with us over 3½ years ago now and were responsible for the strategy and planning aspects of the new business. They have excellent experience of advising, structuring and indeed taking a company through its start up phase and as such put together a basic framework for LSIL.

From the bottom up, they have worked as a true facilitator within the company. With a real ‘hands on’ approach they have developed a suitable business plan, initial prospectus and all the legal aspects that have helped shape the strategic ambition of LSIL.

And they didn’t just produce a plan for us that was ‘here’s one I did earlier’ with a one size fits all approach. They actually worked with a real empathy, passion and intuition of what needed to be done, on an individual basis.

JFP have also been very successful at managing an extremely diverse group of people and all their different personalities. They have really listened, filtered and monitored all the way along, getting individuals to work together harmoniously. Similarly where there are potential problems or a breakdown of structure, they have been flexible and had true knowledge of the best way forward. They have often worked behind the scenes to support decisions with cold, hard, financial facts, so as not to put anyone’s nose out of joint!



I know that on our Board of Directors, including myself, we have an extensive range of business experience with some particularly well-informed, business savvy people, but there can be a world of difference between running million pound budgets to making

something like this work. That’s where JFP have been invaluable. They have a highly intuitive, multi skilled approach, with an attention to detail that allows them to see across all the disciplines with patience and accuracy to quickly assess what is necessary with a business of this size.



Every business is different and you are either brain dead or arrogant to say that you don't learn anything when you start a new business. Sure you can buy paperbacks at WH Smiths that will give you guidelines, but the general business skills, the important ability to identify the individual properties, evaluate risk, pick people properly, create structures where people will work harmoniously, know how you monitor and really understand what is happening in the business, so you can identify problems well before they happen; these skills are in your fingertips, **so you know when you are talking to somebody like JFP, they are really capable of delivering what they say they are going to deliver.**

JFP have a huge bank of experience and an amazing ability to de-risk, energize and direct your business with a really clear sense of vision.

So for anyone else thinking about using JFP to help them move their business forward, what is your advice?

Why make the same mistakes. Everyone needs someone on their shoulder who can give them the advice and guidance as to the best course of action to move forward, no matter how much experience they think they have.

Most people, in my experience, come to a decision or an understanding because they have to edit out the wider picture and apply a linear, logical track to go from problem to solution. But the real gift in people who can do this well, is to look sideways at the same time, at all the collateral damage. This has two advantages; firstly it means you don't end up with the wrong solution and secondly it means that you can anticipate knock on effects, which builds confidence immediately. It's this ability to have this width in your thinking and evaluation, which I think is key with JFP and that's how I know the setting up of LSIL simply wouldn't have happened without their input. They have been totally instrumental to the whole process."

But they are not just an extra pair of hands. You need to take them fully on board and literally let them 'step in' to your business, share what has actually happened and let them get a real feel and pulse for your business. They will always adapt from the inside rather than simply passing down policies and work individually with your business and its needs.

Let them in, trust their judgment and you won't be disappointed."

