

**Dr. Shona Dobbie**

**Angus Economics**

Shona is a global economics advisor with extensive experience in the investment industry, having previously worked at Alliance Trust as an Investment Manager and as Chief Economist. She established Angus Economics in March 2015 to provide economic, political and demographic advice, presentations and training to help businesses make sense of the global economy and to improve their strategic decision making. Shona also lectures in banking and finance at the University of Dundee.

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**Dr. Billy Grierson**

**Perth Innovation**

Billy has previously worked with both Ciba and BASF and with external contacts such as P&G, Beiersdorf, Lawter, Akzo-Nobel, Sun Chemical and other ink makers, Sopheon and Leeds University. As a result of this wealth of experience, Billy has developed an understanding of how companies innovate, what can go wrong and what tools and techniques can be used to avoid or deal with these pitfalls. Billy is the developer and publisher of The Concept Garden web app for problem solving ([www.conceptgarden.net](http://www.conceptgarden.net))

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# BREXIT STRATEGY WORKSHOPS



Discover how to utilise your  
business strengths to meet the  
challenges and opportunities of  
Brexit

**Angus Economics – Perth Innovation**

## Key Challenges

In the referendum held on 23<sup>rd</sup> June 2016, voters decided that the UK would leave the European Union. This is a major political and economic event which will take several years to implement, and the consequences will last for decades.

The economic impact Brexit will occur in three ways:

- (1) Macroeconomic opportunities and challenges e.g.
  - Sterling
  - Monetary policy
  - Fiscal policy
  - Asset markets
  - Trade and balance of payments
- (2) Corporate sector opportunities and challenges e.g.
  - Business confidence
  - Investment
  - Finance costs
  - Regulation
  - Input process
  - Output prices
  - Labour supply
  - Cost of labour
  - Profit margins
- (3) Consumer sector opportunities and challenges e.g.
  - Labour market
  - Wages
  - Inflation
  - Taxation
  - Interest rates
  - Mortgage costs
  - Asset prices
  - Pensions

## Workshop Goals

What will Brexit mean to you and your business?

How will Brexit affect your industry and your customers?

What are your strategies to respond to Brexit?

These are the questions that many businesses are asking now. Unfortunately, it is not yet clear what form Brexit will take and so it is difficult to plan how to cope with it. Most information presented in the media is based on speculation, wishful thinking or scaremongering, depending upon your point of view. Angus Economics and Perth Innovation have come together to offer a Brexit Strategy Workshop to help companies to develop robust strategies, based on an unbiased, expert assessment of the likely effects of Brexit.

## Workshop Objectives

To create an awareness for participants of the probable economic impact of Brexit on

- the macroeconomic environment
- the corporate sector
- consumers

To facilitate the process of developing strategies that will help participants in formulating their response to Brexit.

## Workshop Agenda

<b>09:00</b>	<b>Tea/coffee and networking</b>
<b>09:30</b>	Welcome and agenda
<b>09:50</b>	Actual impact of Brexit to date
<b>10:10</b>	Economic threats and opportunities
<b>10:20</b>	Brexit and the corporate sector
<b>10:40</b>	Corporate threats and opportunities
<b>11:00</b>	Tea/coffee
<b>11:20</b>	Brexit and the consumer
<b>11:40</b>	Consumer threats and opportunities
<b>12:00</b>	Business strengths and weaknesses
<b>12:20</b>	Introduction to confrontation matrix
<b>12:30</b>	Lunch
<b>13:00</b>	Confrontation matrix
<b>14:15</b>	Strategy matrix and memos
<b>14:45</b>	Workshop round-up and next steps
<b>15:00</b>	Finish