

## Coronavirus – 2Y3X to offer pro bono emergency strategic planning

Wednesday 8 April, 2020

**2Y3X**, a leading UK growth acceleration consultancy, is providing emergency strategic planning workshops free of charge to companies affected by Coronavirus. The sectors it is focusing on include marketing, creative and comms, as well as engineering and purpose-led businesses.

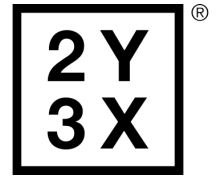
Felix Velarde said, "Companies – and business leaders – need heavyweight management support right now as they navigate a world that has changed overnight. We are in the privileged position to be able to offer assistance, so we have decided to do exactly that."

"2Y3X has industry-leading management consultants, former business leaders, leadership coaches and subject matter experts. We are doing this with their generous support and we have increased our capacity as a result. Now is the time to help the employers who need to get back on their feet fast. In order to survive they have to plan the steps they will need to take so they can be back to full strength in six months' time. We are here to help, free of charge and with no strings."

Co-founder Frank Kelcz added: "We have seen a large number of companies affected badly by the current situation. We believe that as employers, entrepreneurs are critical to a rapid recovery once new plans are in place. For the next three months we have decided to make the 2Y3X team available free of charge for qualifying businesses who need urgent management advice. We have taken on additional resource to increase our capacity so we can do this."

**2Y3X** estimates they have the capacity to help up to forty companies. Businesses who want to apply need to have 15 or more staff. More information and specific criteria for applicants can be found at [2Y3X.com/probono](https://2Y3X.com/probono).

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