

Consulting agency Business Line

**Fayzrahmanova
Liliya Rafeilovna**

*Business tracker,
expert in optimizing business
processes, operational efficiency,
and personal productivity,
coach for top executives
of companies*



«Development of leader and business efficiency through
unlocking potential and personal transformation of
leaders and teams»

17 years

OF MANAGEMENT
EXPERIENCE

Founder and director of the
consulting company
Business Line

Expert at an international
consulting company
Big 4

Certified
coach IPS
350+ hours of coaching
practice

50+ presentations
and training sessions
in over 10 cities across:

10 years

OF EXPERIENCE
IN BUILDING SALES

Member of the Association of small
and medium enterprises of the
Republic of Tatarstan
Deputy head of the
committee on economics and
finance

SPEAKER
at the platform of the
entrepreneur support Fund
of the Republic of Tatarstan

5 years

OF EXPERIENCE IN
IMPLEMENTING AND
OPTIMIZING BUSINESS
PROCESSES

HEAD OF SALES MANAGEMENT
FOR THE REGIONAL NETWORK
with functional reporting for over
200 sales points, comprising more
than 3,000 employees in the
TOP 20 banks of Russia

at the platform of Alpha
Education in the
Republic of Uzbekistan

DEPUTY DIRECTOR
OF THE BRANCH IN
one of the TOP 5 insurance
companies in Russia

BUSINESS TRAINER,
author of training
sessions and seminars
on sales and personal
productivity

EXPERIENCE

Development and implementation of strategy

Analysis of operational efficiency and building a sales department

Development of sales standards and methodologies

Development and implementation of standards/key performance indicators for employees

Development and implementation of a service business model

Analysis of efficiency, building, and optimizing business processes

Diagnosis of current approaches to attracting new clients and increasing the number of repeat visits/sales

Development of employee training programs and conducting seminars, training sessions and workshops on sales and personal productivity

Modeling and optimizing processes using automation tools, robotics and Lean management tools

Development of management reporting

Segmentation of the client base and development of loyalty programs

Development and establishment of project management processes using agile methodologies (Agile, Scrum)

Organizational-functional analysis: description of the distribution of functions in the organizational structure of the Bank, time study of current functions



SPECIALIZATION



- Business-tracking
- Development and assistance in the implementation of strategy
- Building/increasing the productivity of the sales department
- Improving operational efficiency of the business
- Optimization, automation, and regulation of business-processes
- Establishing a management system
- Coaching of leaders and teams
- Development of leadership and management competencies
- Development of personal effectiveness and productivity

COMPREHENSIVE SERVICES

BUSINESS DIAGNOSIS

- Express business analysis: a brief consultation in a Q&A format
- Business audit: comprehensive audit of business processes, strategy, operational, and commercial models
- Business-consultation in the format of obtaining answers and recommendations on relevant questions

OPERATIONAL CONSULTING

- Analysis of business processes for maturity, identification of inefficient stages, and exploration of potential for cost reduction and productivity enhancement
- Development and implementation of technological solutions aimed at enhancing the efficiency of existing business processes, reducing execution time, increasing the level of automation in the company, cutting costs, and lowering operational risks
- Reengineering, description, and regulation of business processes

STRATEGIC CONSULTING

- Development and implementation of:
 - Development strategy
 - Balanced scorecard system
 - Strategy implementation monitoring system
- Creation of strategic maps
- Moderation of strategic sessions
- Brainstorming sessions for solving short-term tasks

ORGANIZATIONAL CONSULTING

- Diagnosis of organizational structure, identification of «bottlenecks», and areas for growth
- Description of the organizational structure «as is» and development of a vision «as it should be»
- Analysis of the organizational-functional structure of the company, distribution of functions and authority among departments and individual employees, tasks performed, role assignment, and the level of operational automation
- Development and implementation of a motivation system

FINANCIAL CONSULTING

- Development and implementation of a management accounting system, including methods of cost management accounting and product cost calculation
- Development of technical specifications for system automation, automation (upon request)

MARKETING CONSULTING

- Analysis of the niche
- Analysis of existing statistics
- In-depth audience analysis
- Website audit
- Promotion audit (advertising campaigns, SEO, etc.)
- Development of marketing strategy
- Budget, decomposition, media plan
- Implementation of new marketing channels
- Establishment of workflows for employees and contractors
- Implementation of planning and reporting
- Development of KPIs

HR CONSULTING

- Development of employee motivation and KPI system
- Development of individual development plans for employees
- Assistance in selecting key employees
- Development of an LMS (learning management system, knowledge library)

DIAGNOSIS AND DEVELOPMENT OF SALES DEPARTMENTS

- Diagnosis of the sales commercial model
- Development of sales standards and methodologies
- Development of KPI system and motivation
- Development and implementation of sales management standards, including control methodologies
- Development of client acquisition and retention standards

BUSINESS COACHING

- Individual coaching for TOP management
- Team coaching
- Individual coaching for key employees of the company

AUTHOR'S TRAINING SESSIONS

- Sales training
- Personal productivity training
- Time management training for TOP management
- Training on maintaining focus on key goals

CLIENTS. SEGMENTS

- *Construction business (production)*
- *Construction business (sales of building materials)*
- *Production of designer clothing and cardboard products*
- *Services: Fitness center (branch) in the TOP 5 in Russia*
- *Production of confectionery products*
- *Experts: stylists, photographers, makeup artists, coaches, psychologists*
- *Services: wedding decor*
- *Retail clothing stores, sales of massage chairs*



CASES 2025

Construction materials production company –

Project to improve operational efficiency:

1. Warehouse operations have been established - inventory accuracy has reached 97%, productivity of warehouse employees increased by over 50%, and labor costs reduced by 30%. The inventory turnover period has been shortened and the warehouse capacity has doubled.
2. Internal document flow has been automated, and work standards have been developed. Logistics, supply, and accounting processes have been optimized.
3. An audit of the functional-role model has been conducted. Redundant and ineffective functions have been eliminated and business processes have been standardized.

Construction materials sales company – Project for the development and implementation of strategy:

1. A strategic session was held, and a 3-year development strategy was created.
2. An audit was conducted to identify factors hindering strategy implementation. Recommendations were provided for automation and optimization of several business processes.
3. Training on project activities was conducted. Projects for automating the sales funnel, automating warehouse accounting, and creating a knowledge library were initiated.

Company for the production of cardboard products:

1. A business analysis was conducted. Duplicate functions and suboptimal use of warehouse space were identified. There was a lack of performance standards in production and motivation to enhance productivity.
2. Work standards for production were developed, along with a new motivation and employee adaptation system.
3. A stock management system was implemented in 1C.
4. An ERP system for product lifecycle management is in the process of being implemented.
5. Productivity standards for production have been developed.

TOPICS FOR PRESENTATIONS

LEAN MANUFACTURING: LEAN MANAGEMENT AS A TOOL FOR INCREASING PRODUCTIVITY

After attending the seminar, employees understand where the key losses in the business are. Labor productivity increases by at least 30%

ORDER IN MATTERS = ORDER IN FINANCES. PRINCIPLES OF PROPER INFORMATION PROCESSING AND STORAGE TO INCREASE PRODUCTIVITY:

After the master class, employees save up to 15% of their time on searching for and processing information

HOW TO RESOLVE STAFFING ISSUES THROUGH PROCESS OPTIMIZATION AND MAPPING

In the seminar, I demonstrate how to reduce personnel costs by up to 30% through process optimization and automation

«FOCUS ON PRIORITIES: HOW TO CONCENTRATE ON KEY TASKS AND ACHIEVE GOALS»

Training on maintaining focus, prioritization tools and team self-tracking. As a result of the training, companies stop operating in «firefighting» mode and achieve strategic goals 40% faster

FORMAT OF PRESENTATIONS

Seminar: 1-2 hours

Master class and workshop: 2-3 hours

Training: 1-2 days, from 4 hours

Round table: 1-3 hours for discussion of participants' issues



EDUCATION

2005 Ufa

Bashkir State Pedagogical University
named after M. Akmulla,
history and english major, teacher of
history and english language

2010 Kazan

Institute of economics,
management and law,
Finance and credit

2025

BRITISH SCHOOL OF BUSINESS
INNOVATION and ECONOMICS,
MBA

Continuing education, courses

2025 British School of Business Innovation and Economics, MBA

2024 Kazan Volga Federal university, «Modern financing instruments and payment services».

2021 Russian school of management, «Features of strategic and project management in a company.
Project Portfolio».

2021 Project practice, «All Aspects of project activity. PM Standard».

2021 International association of coaches and mentors IPACT, «Professional Coach according to the
New Code Coaching System».

2021 Strategies for sustainable development, «Director of development and digitalization».

2021 Time for Order School. Space Organizer.

2021 «Basic course in project management based on PMIPMBOK Guide 5th Edition».

2018 «Process approach». Business process modeling.

OTHER TRAININGS:

«Development of management skills» , «Presentations and public speaking», «Employee adaptation», «Time –
management», «Situational leadership», «Performance management» , «How to retain customers», «Leadership
strategies»



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