



# Investment Consulting Engagement Template

kenbright

Please complete this form to help us recommend the optimal engagement structure and develop a tailored proposal



## Client Overview

Organization Name: \_\_\_\_\_

Primary Contact: \_\_\_\_\_

Title/Role: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

### Organization Type

- |  |  |
|--|--|
| <input type="checkbox"/> Pension Fund  | <input type="checkbox"/> Insurance Company     |
| <input type="checkbox"/> Endowment     | <input type="checkbox"/> Sovereign Wealth Fund |
| <input type="checkbox"/> Foundation    | <input type="checkbox"/> Corporate Treasury    |
| <input type="checkbox"/> Family Office | <input type="checkbox"/> Investment Manager    |
| <input type="checkbox"/> Other: _____  |  |

### Assets Under Management/Investment:

- Under KES 500M
- KES 500M-KES 3B
- KES 3B-KES 10B
- KES 10B+
- Prefer not to disclose



### 3. What does success look like for this engagement?

- Improved risk-adjusted returns (Target: \_\_\_\_\_ basis points)
- Enhanced portfolio diversification
- Reduced investment costs (Target: KES \_\_\_\_\_ or \_\_\_\_\_ basis points)
- Better governance and decision-making processes
- Improved ESG/impact metrics
- Enhanced liquidity management
- Regulatory compliance achievement
- Other: \_\_\_\_\_



## Scope of Engagement

### 4. Which services are you seeking? (Check all that apply)

#### *Strategic Advisory*

- Investment policy statement development/review
- Asset allocation modeling and optimization
- Investment committee training and governance
- Fiduciary advisory services

#### *Research & Due Diligence:*

- Manager research and selection
- Alternative investment sourcing
- Investment due diligence and monitoring
- Market research and opportunity identification

***Portfolio Management:***

- Portfolio construction and rebalancing
- Risk management and hedging
- Performance measurement and attribution
- Benchmark analysis and selection

***Specialized Services:***

- ESG integration and impact measurement
- Private markets strategy and implementation
- Derivatives and structured products advisory
- Regulatory compliance and reporting
- Other: \_\_\_\_\_

**5. Do you currently work with other investment consultants or advisors?**

- No, seeking our first consulting relationship
- Yes, looking to replace existing consultant
- Yes, seeking specialized expertise in addition to current advisor
- Yes, conducting a consultant search/RFP process

**6. What internal investment expertise do you currently have?**

- Full investment team with CIO
- Investment officer(s) but need senior expertise
- Finance team handles investments part-time
- Board/committee oversees with limited internal expertise
- Outsourced investment management



## Timeline & Decision Process

### 7. When do you need this engagement to begin?

- Immediately (urgent situation)
- Within 30 days
- Within 60-90 days
- Next fiscal/calendar year
- Flexible timing

### 8. Are there critical deadlines driving this timeline?

- Board/committee meetings
- Fiscal year-end reporting
- Regulatory filing deadlines
- Investment policy review cycle
- Fundraising or capital deployment needs
- Other:

### 9. Who is involved in the consultant selection decision?

- I have full authority to engage
- Investment committee approval required
- Board approval required
- Procurement/RFP process required
- Other stakeholders: \_\_\_\_\_



## Investment & Fee Structure Preferences

### 10. What is your anticipated annual investment in consulting services?

- Under KES 500,000
- KES 500,000 – KES 1,500,000
- KES 1,500,000 – KES 3,000,000
- KES 3,000,000 – KES 5,000,000
- KES 5,000,000+
- Depends on scope and value delivered

### 11. How do you prefer to structure consulting fees?

- Asset-based fees (basis points on AUM)
- Fixed annual retainer
- Project-based fees for specific initiatives
- Hourly rates for ad-hoc advisory
- Performance-based fees tied to outcomes
- Hybrid approach
- Open to recommendations

### 12. What fee arrangement would provide you the most value?

- Predictable annual budget with comprehensive service
- Pay-as-needed for specific projects and advice
- Results-oriented with fees tied to performance improvements
- Transparent hourly billing for occasional expertise



## Organizational Context

### 13. What is driving the need for external investment consulting?

- Organizational growth requiring enhanced investment
- sophistication
- Underperforming investment results
- Regulatory or fiduciary requirements
- Internal capacity constraints
- Board/stakeholder mandate for external oversight
- Major strategic shift or new investment opportunities
- Risk management concerns
- Other: \_\_\_\_\_

### 14. How critical is investment performance to your organization's mission?

- Mission-critical - investment returns fund operations
- Very important - significant impact on financial sustainability
- Important - affects growth and strategic initiatives
- Moderate - one component of diversified funding

### 15. What are the consequences if investment objectives aren't met?

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## Relationship & Working Style

### 16. What type of ongoing relationship are you seeking?

- Strategic partnership with regular interaction
- Quarterly reviews and annual planning
- Project-based engagement as needs arise
- Ongoing monitoring with periodic reporting
- As-needed expertise and second opinions

### 17. How do you prefer to work with consultants?

- Close collaboration with frequent communication
- Regular scheduled updates and formal reporting
- Hands-off approach with milestone deliverables
- Flexible based on project needs

### 18. What governance structure do you have for investment decisions?

- Close collaboration with frequent communication
- Regular scheduled updates and formal reporting
- Hands-off approach with milestone deliverables
- Flexible based on project needs

Other \_\_\_\_\_

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## Next Steps

Based on your responses, we will:

1. **Recommend the optimal engagement model** for your organization's needs
2. **Prepare a comprehensive proposal** including scope, timeline, and investment
3. **Schedule a meeting** to discuss our recommendations and answer your questions
4. **Provide relevant case studies** and references from similar organizations

### Preferred meeting format:

- Video conference
- Phone
- In-person
- Your preference

### Best times for initial discussion:

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*Thank you for providing this detailed information. Your responses enable us to craft a proposal that addresses your specific investment objectives and organizational requirements. Should you have any questions please do not hesitate to contact us at [investments@kenbright.africa](mailto:investments@kenbright.africa)*



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