

# Meet the team

Alex Kay-Bradley

outset.



# Meet the team - Alex Kay-Bradley

---

## What do you do at Outset and how do you support our clients?

My role predominately involves maintaining and enhancing the IT and Financial functions of the business from both an operational and strategic level. I am lucky enough to work with a great team around me at both levels that are not only incredibly dedicated but also strive to push things forward and bring skills to the table. From working on improved methodologies that enable clients to get the data they require and tying that into the internal workflow to improving financial control and performance to managing multiple teams, two days are never the same.



## What do you wish someone had told you when you started out? Or what piece of advice were you given early on that has stuck with you?

I always considered Ashley Gauton a great friend and a mentor to me. Ashley had experience in an extremely wide range of roles in his life and he was always eager to help me grow and share his learnings and experiences with me.

Advice is something that you only really get the benefit of it you get the chance to apply it. I worked closely with Ashley for several years, I really got the opportunity to take on challenges and apply the advice that I had picked up. Advice is very situational, though the best advice which I think most people can relate to and perhaps reflect on are:

1. If I succeed more than I fail than I am succeeding,
2. Fail quick and cheaply and move on,
3. Build a strong team around you and make them stronger than you in areas where it is needed,
4. Be good.

## What has been your biggest challenge in your role?

I've been at Outset for over 10 years, I've seen the company grow, experienced different teams, had my role evolve and progress and I've had great experiences at all levels. There is quite a bit to think about with this question, there are many projects and changes and personal development areas that spring to mind. When taking into consideration potential risk of failure, time, resource, and tiredness levels I think moving an office-based company to remote working in the first lockdown and trying to make the changes with as little impact to daily operations was a great challenge. Not only did this require significant changes to IT but from an accounting side of things there was quite a bit of change around digital processes and communication.

## What do you enjoy most about your job?

There are quite a few things I enjoy about my job. The thing I enjoy is seeing progression in the teams around me, the progression of the tasks that we undertake on an ad-hoc and cyclical basis and being part of a company that believes that things can and should be done better. One of the reasons I've spent a significant part of my early career in one company is that the company has changed and grown in ways that makes it feel fresh and evolving. This has challenged me in many areas and as a result grown me in ways that most typical accountants would not get exposure to.



# Meet the team - Alex Kay-Bradley

---

## What do you think sets Outset apart?

Outset is very client centric and I'm proud to be part of a company that puts service first and adapts to client requirements at the pace that we do. I've had the pleasure of working with a great bunch of lawyers, HR professionals, internal support members, accountants, H&S auditors, IT analysts and suppliers and I think it's the people that separate Outset apart from other companies in general.

From a business offering point of view, we have experts that can assist in a wide variety of business services. Having a single group that can offer this is unusual and is a great way for clients to get value from our services by combining services.



**outset.**

## When you young, what did you want to be when you grew up?

After my A-Levels I went off to study chemistry and figured out quite quickly that although I enjoyed it, this wasn't something I wanted to do as a career (I'll finish that degree one day). Prior to A-Levels I really didn't know what I wanted to do, there were simply too many things! I've always had lots of interests, so pinpointing one is difficult. I figured that it was likely that I would work in a business so therefore it would make sense to understand what a business is. It was this line of exploration that made me rethink the goal and made me realise that accountancy was interesting and stimulating and the right choice for me.

But one thing I suppose I always wanted to be when I grew up was always learning and improving. Whether it be on the piano, fitness, philosophy, technology, mathematics, accounting, and general reading of literature and audio books. I find that you can find lessons in disciplines which seem distant and apply them to different situations.

# Meet the team - Alex Kay-Bradley



## What do you enjoy doing when you are not working?

I like to spend time with my family which involves lots of walks, bike rides, picnics, museums, football, nerf-wars, cooking, dancing and well anything that my 5-year-old daughter likes to do (including dressing up!). I also like to listen to audio books and music, play the piano, make my own music, learn new skills (IT and finance mainly), play nostalgic video games, and keep fit.

## Who inspires you most and why?

Rather than naming people specifically, I get inspiration from unique individuals that set out to do what their calling is and do it well. I find it incredibly refreshing, fascinating, and encouraging to see how people explore new ways of thinking to come up with new better and improved solutions to make the world a better place. This extends from the arts to the sciences.



# Meet the team - Alex Kay-Bradley

---

## What piece of advice would you give someone in business?

I am going to interpret this question as “what piece of advice would you give someone that works within a business?” rather than those that are business owners.

Entropy is not just a physical phenomenon, we all must ensure that we try to keep chaos at bay by improving communication, stating clear direction and targets and respecting one another.

**outset.**



**Alex Kay-Bradley**

[Alex.kay-bradley@outsetuk.com](mailto:Alex.kay-bradley@outsetuk.com)

Scan the QR code below to save  
Alex's contact details

