

SCALING UP FOR GROWTH

STRATEGIC RECOMMENDATIONS FOR ENHANCED PRODUCTIVITY & INTEGRATION TO SUPPORT AMBITIOUS GROWTH PLANS



CHALLENGE

Our client, a successful business with a strong reputation in its field, had a turnover of around £2m and aimed to scale to 2-3 times its current size within the next 3-5 years. With a team of 16, they were using Excel spreadsheets for data storage and analysis, managing business activities like scheduling meetings, customer management, record keeping, and credit spend tracking. They were also using various software tools for tasks such as file sharing and virtual meetings and the lack of integration across all of these tools was hampering their productivity and scalability.

They asked us to bring a 'fresh-eyes' perspective and provide them with recommendations for how they could make better use of their existing systems to support their growth ambitions.

PROVEN PERFORMANCE

75+
SUCCESSFUL
PROJECTS

15+
CLIENT
ACCOUNTS

40+
YEARS
EXPERIENCE

PROCESS

We provided bite-sized consultancy, taking time to understand their business drivers, opportunities, challenges, and success criteria. Through 1:1 meetings with key team members, we gained first-hand insight into the challenges they were facing and gathered ideas for improvement. We identified six high-level 'business needs and wants' aligned to their strategy, and established the key issues affecting their ability to achieve each of these, providing a summary of the impact of each issue and highlighting where there were inherent risks.

We mapped the high-level business processes and assessed all of the current systems and applications used, to run both the business and deliver their client work. We provided an evaluation of each application using an innovative visual to show the utilisation level of each application within the organisation vs. its ability to meet future business needs. This identified where there was over-reliance on existing technology and applications that did not support our client's growth ambitions, and helped to identify the opportunities for improvement.

OUTCOME

We produced a series of recommendations structured around three implementation phases, with actions further prioritised as 'Quick Wins', 'Fast Follows', or 'Longer-Term'.

We used a creative visual to present a simple one-page view of the recommended program of work and proposed phasing.

This approach gave the client a clear roadmap to optimise their systems and processes, providing an actionable framework to successfully support their growth ambitions by making better use of existing technology licences to streamline business processes in the first instance.

BENEFITS

-  Clear roadmap for scalability to support ambitious growth plans.
-  Focused plan for Enhanced Productivity and Improved integration structured around three implementation phases.
-  Improved ROI on existing technology licences.
-  Actionable insights prioritised as 'Quick Wins', 'Fast Follows' and 'Longer-Term' for delivery of immediate, medium and long-term improvements.
-  Documented summary of previously unidentified risks, with recommended mitigating actions.