



## New Thinking. Leading.

### Business:

Norfolk based Graphic Design Consultancy

### Project Length:

Initial Project: 10 days

### Leading Strategies Team:

Jamie Playford / Jo Pyman








In May 2015, the team at Leading Strategies were approached by the owner of a small graphic design consultancy based in Norwich, Norfolk to provide assistance in helping the business develop a strong operational foundation.

An initial consultation meeting with the owner identified that the consultancy had been established for 6 months and although several lucrative campaigns had been won, these had come from previous contacts and she wanted to focus more on developing new relationships. The consultancy did not employ any staff and therefore the owner was struggling to juggle the graphic design tasks in conjunction with managing the operational elements of running a new business.

### Key findings from the initial consultation:

- Although the owner had an idea of where she would like the business to go, she had not committed to writing a business plan.
- Campaigns won were lucrative but due to tight delivery deadlines, a reasonable amount of work was being outsourced to offshore companies. This led to a concern regarding quality and of course, cost.
- The owner is relatively inexperienced in running a new business and had found the many tasks associated with being an owner overwhelming.
- The business had recently started to use a shared hot desk facility in the city centre which was reasonably expensive and had no privacy or guarantee of availability.
- The owner is an award winning graphic designer, however admits that numbers and finance "scare her!"

Following this meeting, the team at Leading Strategies devised a number of objectives and worked with the owner to help her implement them over the short term. They included:

-  Drafting a clear business plan with measurable objectives and milestones
-  A full analysis of the financial position, making recommendations on available grants and capitalising on tax breaks
-  A full review of external offshore consultancy spend – the number was so significant that the owner is able to employ a part time member of staff locally
-  Assistance with implementing basic employment procedures including recruitment and employee contracts
-  The implementation of and training on a simple to use accounting system
-  A review of local offices which resulted in the agreement of a lease on a small, private office close to the city centre
-  Meeting with our online marketing professional to review the existing website

The business owner told us she was reluctant to work with any form of advisory firm due to the expense involved to a new business. She confirmed she was attracted to working with Leading Strategies as we offer a variety of payment plans that are flexible and suit the needs of each unique business we work with. The owner is delighted with the support she has received from Leading Strategies and has now engaged us in a non-executive capacity to work on helping her implement her long term business strategy.

Jamie says " Many of the newly established businesses that we work with offer a great product or service and are setup by owners who have the energy and drive to succeed. In this case, we were able to provide objective, honest advice along with a solid business plan which will help ensure the business stays on track whilst growing sustainably."

## Testimonial

*Working with the team at Leading Strategies has been a fantastic experience. The advice I have received has been absolutely invaluable and really has given me the best chance to progress my business. It's been good to work with people who are 'normal' and down to earth, at all times I have felt like they are really on my side and have my best interests at heart. I would recommend the team at Leading Strategies to anybody looking for assistance to grow their business'*