

Ballyhoo

Business Background

Ballyhoo is a web development business providing a comprehensive portfolio of service to SMEs through to larger enterprises and public sector clients.

The business was established in 2009, is based in the Innovation Centre, Longbridge Technology Park, Birmingham, and employs 5 members of staff.

Introduction to Transformation for Growth

Prior to accessing Transformation for Growth, the business had searched for support and funding, but had managed to find neither which suited their needs.

Ballyhoo received details about the Transformation for Growth project via email and was not looking for formal management training but more a reassurance that they were 'doing the right things', and some advice to help the Managing Director withdraw from day-to-day operations.

Activity Within the Project

The main 'activity' with the business engagement manager has been to give the co-owners time away from the business, giving them time to think – and in particular challenging them to think more – about stepping away from day-to-day operations. The focus in discussions has very much been on the strategic aspects of the business.

Impacts

- The ambitions and aims for the business have not changed, as they were already aiming for growth (to perhaps around eight employees in total). Transformation for Growth provided a valuable sounding board to discuss the implementation of existing ideas.
- The company has been slightly restructured. In particular, the management of one section has been delegated almost entirely to one of the employees. They did not know if they would have done this anyway (as they were already discussing similar avenues), but it was certainly discussed within their sessions: 'it was our idea, but [the implementation was] possibly brought forward by their input'.
- There has been a slight shift towards more long-term strategic thinking.
- They are slightly more positive towards business support now than they were.

Summing Up the Impact

'The most positive thing is that it has been an opportunity to speak to people who are knowledgeable about business, away from our business environment.'

Find out more

Ballyhoo

Innovation Centre, 1 Devon Way, Longbridge Technology Park, Birmingham, B31 2TS

www.ballyhoo.co.uk

Visit: www.thetransformationproject.co.uk

Contact: Dr Michael Butler

Supported by:



+44 (0) 7919 926362

info@thetransformationproject.co.uk

Discuss co-applying for grants and ideas for impact