

Clarke Associates

Business Background

Clarke Associates is a PR and marketing consultancy that delivers 'clear thinking in communication' across four core disciplines: public relations, community engagement, social media and design – both on and off-line.

The business, established in 1986 and based in Wythall, Birmingham, has 12 employees.

Introduction to Transformation for Growth

The business had previously used little external business support with the exception of management and financial reporting provided through the company's accountant.

The owner heard about Transformation for Growth through an editorial in a local business daily publication – the name and general direction 'ticked some boxes'.

Key elements the business was seeking were a sounding board, to bring a different, external perspective on business issues, and provide ideas about future plans.

Activity within the scheme

The activity has consisted of discussions with the Business Engagement Manager about issues and opportunities facing the business.

The consultancy's managing director and principal shareholder established a close working relationship with the Business Engagement Manager who also had a separate session with the consultancy's management team.

Transformation for Growth's Receptivity for Change Toolset was particularly useful in establishing the 'personality traits' of the business. The previous experience of the Business Engagement Manager was also particularly helpful as he had engaged with similar sized businesses at a similar stage of their growth and development.

Critical to the success of the programme was his ability to relate to the culture of the organisation – developing systems and advice that enabled greater delegation of powers so that each member of the management team is charged with developing his/her aspect of the business.

Impacts

- Transformation for Growth has enabled the company to embark on a culture change. Both the managing director and the management team have become more aware of what needs to be done to achieve longer term growth.

Summing up the impact

'It has set us on a path for transformation for growth and helped us set out a route map that we can, and need to, follow. The business plan – which is in development – is part of that.'

Find out more

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Discuss co-applying for grants and ideas for impact