

Eighty3 Creative

Business Background

Eighty3 Creative is a design agency providing branding, print and web expertise.

Trading since 2008 their clients include manufactures, universities and businesses operating in the service sector.

Based in the Creative Industries Centre, Wolverhampton Science Park, the business has 3 employees.

Introduction to Transformation for Growth

The business had received a bundle of business support from Staffordshire University when they started trading which gave the business 'a massive kickstart'. Since then, they have looked occasionally, but found suitable support difficult to locate, because of the need to 'jump through hoops' to access.

The business was contacted by the Transformation for Growth personnel providing details of the support available, and they were attracted by the chance to 'get out of a rut, and grow'.

Activity within the Project

Initially, they were quite sceptical about support, having mixed experiences in the past, but they regard Transformation for Growth as 'more hands-on and structured' e.g. support and seminars by 'real' business owners, sharing their experience rather than 'practicing theory'.

Discussions with the Business Engagement Manager proved to be beneficial for the business as it gave clear direction of steps to be taken to grow their business. The programme also gave the many suggestions for tools, all

of which they tried – they now have CRM systems in place, and use a variety of business modelling tools suggested by the Business Engagement Manager.

The business completed The Receptivity for Change Toolset and thought that, although the questions were generally useful, it was potentially more suited to larger businesses.

In relation to the four-stage model the business found the process to be flexible and non-restrictive allowing them to shape the support to meet their needs.

Impacts

- The business is now planning over a six month time horizon, and to a greater extent. Discussions with the Business Engagement Manager provided them with ideas and the skills to structure and plan the business more effectively, so that it is 'less daunting – to start with we did not know what to do, and Transformation for Growth put stepping stones in place'. This has enabled them to step back from the business.
- They are now more confident and capable about planning. As such, they are 'putting things in place' for future growth. The project provided them with the skills and drive to facilitate recruitment of a team and to delegate more tasks.
- They are being more strategic about training – examining a greater range of options, rather than choosing the first course which seems promising.
- While they have to changed their attitude towards risk, they are now more aware of the potential returns associated with risks, and are 'learning to be more ambitious' and optimistic.

Summing up the impact

'Transformation for Growth gave us peace of mind: we can plan things a lot better through better planning and structure'.

Find out more

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Discuss co-applying for grants and ideas for impact