

Flawless Fitness

Business Background

The business was established in mid-2014 by two co-owners, originally as primarily a gym clothing brand, with some online advice on training.

The business direction soon changed to concentrate on the latter area, offering tailored nutritional and exercise plans, and online sessions with trainers.

Introduction to the Transformation for Growth Project

The owners attended an event sponsored by Aston, which included a pitch about the support available through the Transformation for Growth project. The business was attracted by the offer of receiving expert advice from people with substantial management experience – albeit in larger organisations, which they thought would also be helpful at their own end of the scale.

Activity within the project

Flawless Fitness had one-on-one discussions with the Business Engagement Manager and other Transformation for Growth advisers, which they found useful and which provided insight and new ideas.

The Receptivity for Change toolset was completed and assisted the business to think more and review possible ways it could develop, and identify potential pitfalls.

They found the four-stage process, fluid and catered to their needs. Within the project the business was supported to utilise a number of models and business tools to examine how they might develop and defend their market position.

Find out more

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Visit: www.thetransformationproject.co.uk

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Impacts

- The support offered by the Business Engagement Manager was geared towards helping the owners implement the change of direction they had already decided i.e. 'the meetings with [the Business Engagement Manager] helped us in envisioning the new model, and gave us an idea of what we would look like'.
- The business is engaging in more planning, although still relatively informally – they are setting more SMART goals, according to a timetable to achieve their longer-term aims. They now plan to move to the Minimum Viable Product stage, which facilitates learning about customers, by launching a website and starting to look for investment, which would need a more formal, documented strategy to give the business a greater degree of structure.
- The website is part of their new marketing strategy, which was developed using ideas and insights suggested during the Transformation for Growth meetings.
- The Receptivity for Change Toolset, in particular, highlighted the risks involved in adopting 'autocratic' management styles.
- The programme has helped make them less ambitious – they now realise their original aspirations were unachievable, because they are better equipped with the tools needed to assess risks and opportunities, and make more informed projections: 'we are more ambitious in realistic terms...'

Summing up the impact

'Transformation for Growth gave us an idea of a more strategic approach to growth, considering all the factors, and the risks and benefits that can happen with change.'

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Discuss co-applying for grants and ideas for impact