

**WORLD-LEADING IDEAS AND INNOVATION, FOUNDED
ON ENGAGED SCHOLARSHIP, FROM RESEARCH TO APPLICATION**

Innovatus Safety

Business Background

Innovatus Safety was established in 2012 to provide consultancy and training on health and safety to SMEs. The business has a national client base managed by the MD, Mr. Jag Bains.

Innovatus Safety provides expertise within private and public sector organisations including construction, education, renewable energies and retail operations. Innovatus Safety has strengthened its position within these sectors and approached the Transformation for Growth project to support the business' ambition to enter new sectors.

Introduction to The Transformation for Growth

Innovatus Safety was made aware of the project through literature distributed by the project, which promoted the support service.

The opportunity for support fit Innovatus Safety's initiative for growth and it was also encouraging to the business that it was being provided by Aston University's prestigious Business School.

Activity within the Project

Innovatus Safety had several one-to-one sessions with advisers from the project team. Subject matters included determining how to implement growth both in terms of revenue and increasing team size. These discussions assisted the business in reaching an understanding as to which element of growth should come first.

The MD completed the Receptivity for Change Toolset, and continued to refer to the matrix throughout the process.

The MD provided positive feedback regarding the toolset, as it supported areas in which the business was already undertaking activities, identified processes and skills that were fit for purpose and areas where there was scope for continuous improvement. All four stages of the process were reported as very useful.

Impacts

- Increased marketing activity by identifying the USP for the business, and how that translated into activities when selling to clients.
- Breaking into new markets, in particular entry into the expanding education sector.
- The importance of long term planning for the overall direction of the business and how best to achieve growth. This involved moving towards long-term contracts, which would lend greater stability to the business.
- Introduction of use of the Planning Pro app, in order to better manage projects.
- A focused ambition to grow the business, with a greater appreciation of costs and the need to stabilise cash flow.

Summing up the impact

'The support provided by the project encouraged Innovatus Safety to review its current business strategy and also identify how to approach plans of growth within new sectors.'

Find out more

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Discuss co-applying for grants and ideas for impact