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

Shiva Technology

Business Background

Shiva Technology was established in 2007 and is a total IT and Communications solution provider with a wide range clients both local and national, single site to multi-site and across a wide variety of market sectors. Shiva Technology has a sister business, Shiva Computers, which was established in 1994.

The business is based in Electric Wharf in Coventry and employs up to 5 staff depending on capacity and demand.

Introduction to the Transformation to Growth Project

The business had not recently accessed business support, and the support that had previously been offered did not seem to be particularly relevant. The owners had worked with the Business Engagement Manager in the past, and maintained regular contact. They were attracted by the offer of a sounding board, 'bouncing ideas around' with someone independent of the business, who can 'play devil's advocate – when you're too close, you don't necessarily see everything.'

Activity within the project

The owner has had a number of one-to-one discussion meetings with the Business Engagement Manager and has attended a number of workshops facilitated by the project. The interaction with other participants at these sessions – who form a broad cross-section of SMEs, all being faced by similar issues – has been appreciated as providing an opportunity for networking and a chance for learning from the experience of others.

Find out more

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The business have only had time to fully go through Stage 1 of the four stage process, and started to look at Stage 2, although they understand, in broad principles, the process and how they should be proceeding.

The Receptivity for Change Toolset was received positively, in that it facilitates a different way of thinking about things, leading to useful feedback.

An important piece of feedback is that they 'wished we'd known about it earlier' and that they had had greater opportunities to network and build stronger ties with the other owners. The owner is more aware of the need to keep informed about the growth programmes run by universities and other providers.

Impacts

- The visioning of the business has been completed, in terms of thinking about their core activities and their focus. Most of this has yet to be implemented in practice; they are already changing some aspects, and are aiming to develop a more formal business plan.

- They intend to focus greater effort on emerging market opportunities. This means attempting to make sure that their plan is not just driven by customer demands, and having a clear strategy which enables them to turn down the 'wrong sort' of work.

- The owner's ambition has increased: they are now not afraid 'to be more bold', and are better equipped with tools to assess opportunities and risks. The process so far has 'reinvigorated our thoughts, make us think we're doing some things right – we shouldn't question everything'.

Summing up the impact

'You have to survive, but now we're thinking a bit further ahead than just immediate business'

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Discuss co-applying for grants and ideas for impact