

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

Zenzero

Business Background

Zenzero is an IT solutions business providing a comprehensive range of IT services from PC provision to server infrastructure, IT security and bespoke software provision. Working with SMEs and larger enterprises the business offers a set up service or the redesign of the clients systems to optimise their performance. Operating in both the private and public sector Zenzero have a strong track record within their industry.

The business, which has been trading for 10 years, operates from sites in the West Midlands and Essex and has 29 employees.

Introduction to The Transformation for Growth Project

The business had recently created a new business plan and was looking for support and guidance to ensure the plan was sensible, or to provide a critique and guidance as to where it might be improved. The owner received details of the project via an e-shot and the project seemed to fit the bill for providing what they were looking for. The fact that it was a funded service was also appreciated by the business.

Activity within the project

The principal activity has been one-on-one conversations with the Business Engagement Manager, who has provided 'feedback and counsel' to the management team.

This has also aided in identifying and clarifying the focus of the business, and how to work together to achieve this, creating more commitment and belief in the business

Find out more

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plan – the plan itself has largely not changed. The most important activity of project has thus been having their ideas 'questioned and dissected - asking whether things would work, and making you think about things in a different way'.

Impacts

- Transformation for Growth did not accelerate growth, which is on-going within the business, but gave a greater focus and structure to that growth, and a greater commitment to achieve it. The programme made them question the way different parts of the business interact, and more aware of where risks may lie – both currently, and in the future, as they grow further.
- The business has a stronger management team: 'where there have been different opinions, people have pulled together – there's greater alignment.'
- The business has changed its marketing strategy, in response to the increased clarity of focus: 'getting the focus right allows the marketing to get on and do its own job'.
- The program has given more focus to training – 'making sure that we're training in the right areas and that the skills are aligned to the business and what we're trying to do. We planned to do that anyway, but the project made us focus on what's important, and highlighted what we have to do'.

Summing up the impact

'Transformation for Growth has given the management team the confidence to execute the plan.'

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Discuss co-applying for grants and ideas for impact