



Steve Walker Associates is a management and development training company, based in the East Midlands delivering both bespoke and accredited management training to businesses across the region and beyond.

The company wanted to develop itself into a major regional training consultancy. Its background was heavily focused on single pieces of work for micro businesses.

Our work involved developing a clear strategic direction for the business, creating a 3 year plan with a detailed role out actions to deliver those results. This has delivered clarity between the owners, stakeholders and staff and enabled a clear direction to follow.

Adopted new strategies included deliberately and systematically targeting larger companies employing typically over 100 people, providing a diverse range of services to each customer provided by over 20 highly skilled partners.

**"The rate at which the company has changed is absolutely amazing"**



The multi-disciplined nature of the business also enabled Steve Walker Associates to increase average income per client and combine short and long term projects with the same customer across disciplines.

Two new major initiatives, Your Funding Stream and Get Into courses cater for specific client segments, providing online advice and start up training enabling the business to retain its traditional customer base while developing new sectors.

To support this strategic shift we also developed an innovative communication strategy, including online email newsletters, customer relationship management, brochures and interactive customer driven website. These marketing tools develop a continual two way communication between the customers and the company.

#### Summary

Worked with the owner to build a highly successful management consultancy business over 2 years.

Was 1 person: Now employs over 20.

Finalist in the small business awards 2008.

Number of ongoing clients up by over 400%.

Majority of work was grant supported: now a minor element.

Launched 2 major new business initiatives this year.