



Mentoring - Could you be even more successful?

Individually tailored support for high growth businesses

- ▶ **High level personal mentoring to help your business reach its full potential**
- ▶ **Independent, objective and strategic support in the areas where your business needs to develop**
- ▶ **Improving business performance by driving capability from within**
- ▶ **Fully-funded for eligible clients***

*Please see back page for full details of eligibility

The SCY Business Mentor service is designed to help small and medium sized enterprises (SMEs) improve performance, competitiveness and profitability.

To benefit from working with us you will have a business which has real potential to grow. You may already be planning your next move or stuck in a rut and wondering how to re-invigorate the business.

Using the experience and expertise of our mentors, we can assist clients to review current performance and clearly articulate what needs to be done to improve performance and generate growth.

Whether you need to move into new markets, optimise your business processes or improve customer relations, our mentors can help.

Fully funded and therefore free of charge to eligible clients, the SCY Business Mentor Service can support you in all aspects of your business. Previous clients have derived business benefit from focus on specific aspects of their businesses including:

- ▶ **Strategic planning**
- ▶ **Process improvement**
- ▶ **Operational evaluation**
- ▶ **Becoming investment ready**
- ▶ **Protecting your Intellectual Property**

Contact:

T 01904 21 71 01

E mentors@scy.co.uk

W www.scy.co.uk

Creating Value Through Innovation



Client case study:

PLB Ltd | Creative Design and Consultancy | www.plbltd.com



Creating inspiring, accessible and engaging exhibition designs for some of the country's best known heritage agencies is the tip of the iceberg for creative consultancy, PLB Ltd.

For the Malton-based heritage consultancy and design business, connecting audiences with the past is their lifeblood.

PLB is led by creative director Jamie McCall and projects director Sarah Oswald who, in 2008, both moved from operational roles within PLB to take the lead when the founding directors left the business.

The company is one of only four strategic and design heritage consultancies of its kind in the UK and firmly sets itself apart from its competitors through its creative approach teamed with industry insight, excellent client rapport and drive for sustainable green design processes.

Working with local authorities, independent heritage and museum trusts, community organisations and national agencies such as English Heritage, Cadw, National Trust and Natural England, PLB provides a broad spectrum of services for the heritage sector. This includes strategic planning and consultancy in audience and activity planning; feasibility studies, options appraisals and interpretive plans; as well as design services for exhibitions and outdoor sites.

When SCY Business Mentor Nick Dunlop-Jones came onboard in May 2010, the company had recently undergone a high level strategic review to help re-engineer the business and adapt to a changing market. Nick's role was to support the company along a path from defining its new vision, to identifying their market focus and implementing a sustainable business model.

Says Nick Dunlop-Jones, *"PLB is a forward thinking company and Jamie and Sarah's passion for this market sector trickles down through the business.*

They have a determination to position and grow their business in a transparent and tailored way to deliver outstanding results for their clients.

"They needed to make time to develop a future strategy for their business. I could facilitate the process and provide an impartial view and challenge their thoughts and approach."

A key achievement for PLB has been to define the roles and responsibilities of their team and ensure that everyone understands how they contribute to the performance of the company.

When external expertise was required, Nick also assisted PLB in identifying consultants, including a marketing and PR company to help develop new business streams and maintain and strengthen existing customer connections.

Employing eight full time members of staff, PLB has also included their team in developing their future strategy. Nick comments, *"With a team of that size it is important that they have the opportunity to help shape the business, at the right level.*

"As part of an HR review, PLB planned an away day which gave staff the opportunity to provide feedback, and to be creative in suggesting the future direction of the business. It's these well thought through actions which encourage cohesion and demonstrate to the workforce that they are greatly valued."



The Tank Museum, Bovington



Concept vision for Norwich Castle Keep

Nick has supported Sarah and Jamie in reviewing the options for PLB to adopt a 'green' philosophy and build a more sustainable approach to business. PLB has formed an exclusive alliance with Greener Museums which has led to the development of PLB's 'Green Design Initiative'. The service is available to all clients and is currently being piloted with Southend-on-Sea Borough Council.

“ Nick's been our 'touchstone' in so many ways. He's helped us address the bigger picture as well as the little things which are important in a team.

Commenting on the value of having a business mentor, Sarah says, *“Nick's been our 'touchstone' in so many ways. He's helped us address the bigger picture as well as the little things which are important in a team. We've reviewed our staff manual to reflect the company ethos and aligned Key Performance Indicators with job descriptions to support further company growth. We also now distribute our management meeting notes to keep the team fully informed of developments and are looking at a reward scheme as part of the work going forwards.*

“We've also explored what we need from our financial management systems and been able to implement changes to work for us and the business. We hope that all of this work together will give staff clarity and encourage staff to get involved and feel like they are contributing to the bigger picture.”

Jamie echoes Sarah's enthusiasm for the support SCY's mentoring scheme provides. *“Having regular updates with our mentor means that we make time to focus on the important things which will enable our business to grow. He encourages us to think for ourselves, posing thought provoking questions that we then work towards answering.*

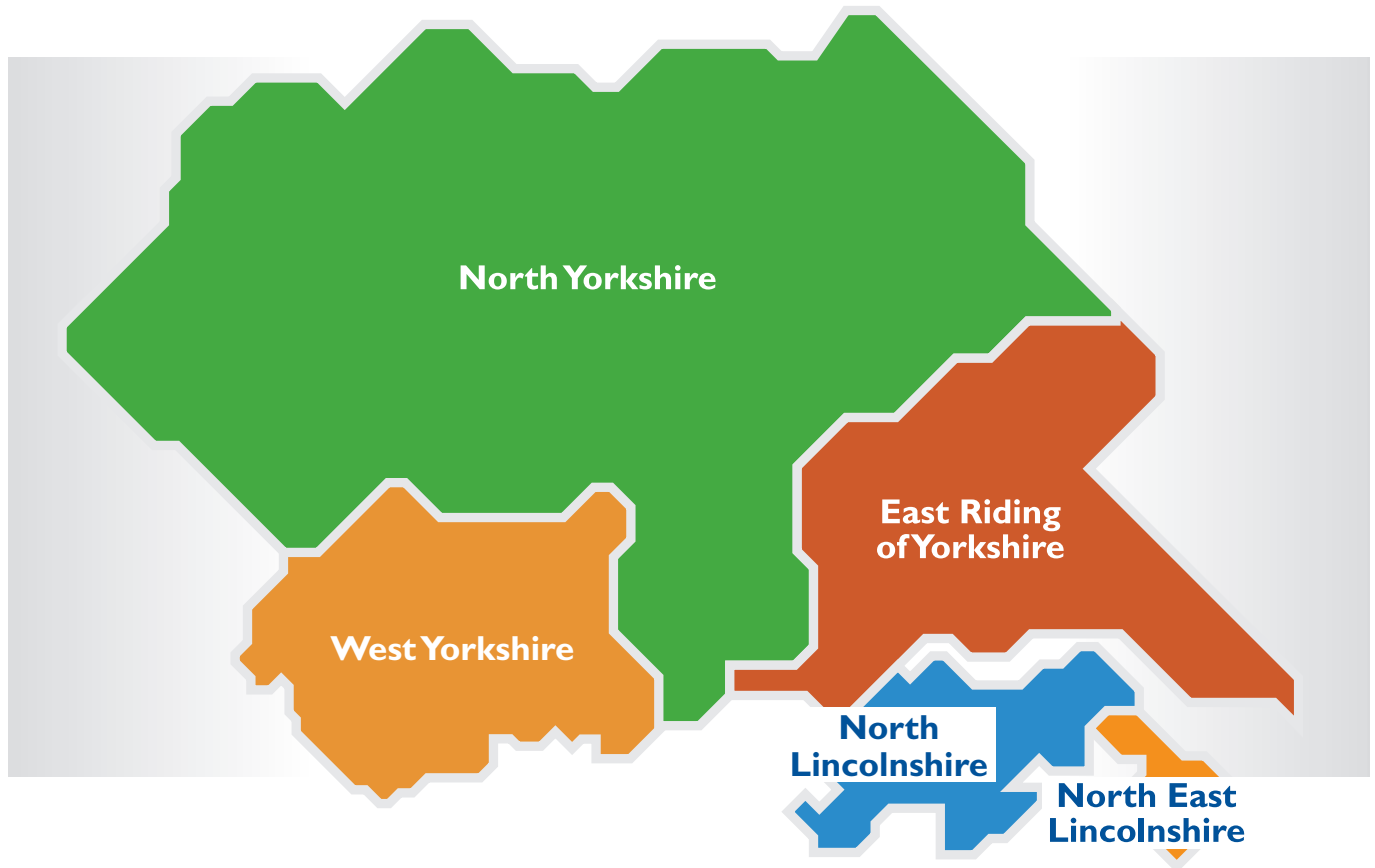
“Nick is a valuable source for wider contacts and initiatives which can help us put our ideas into action, for example, identifying potential business support, funding or training opportunities, networks we should be considering or business software to meet our needs.”

PLB will continue to work with Nick to support the ongoing development of the company.

Nick concludes, *“Amidst challenges in the market place, Sarah and Jamie have taken a responsible and forward thinking approach to explore routes to improve their business and help safeguard its future.*

They already have the makings of a highly successful business and I'm looking forward to helping them reach their full potential and to seeing what they give back to the community at large.”

Are you eligible for fully-funded support?



SCY Business Mentors have assisted more than 90 companies across Yorkshire and the Humber and are particularly interested in working with high growth SMEs in the following sectors:

- ▶ Advanced Engineering & Materials
- ▶ Chemicals
- ▶ Construction
- ▶ Creative & Digital
- ▶ Environmental Technologies
- ▶ Financial & Business Services
- ▶ Food & Drink
- ▶ Healthcare Technologies

Does your company qualify as an SME?

- ▶ Fewer than 250 employees
- ▶ Annual turnover is less than €50M (circa £39M) and/or balance sheet total is less than €43M (circa £33M)

If your company is an SME operating within one of the listed sectors and is located in any of the areas shown on the map then you are able to take advantage of fully-funded support.



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SCY The Ron Cooke Hub • Heslington • York • YO10 5GE
T 01904 21 71 01 E services@scy.co.uk W www.scy.co.uk