

Space2focus

Business Background

Space2focus started trading in 2008 – the company was then dormant for two years whilst the owner completed a Masters degree and was re-launched again in 2014. They provide professional and personal development support to clients within the private and public sector.

The business is based in the West Midlands and is run by the director; Sue Bedward.

Introduction to the Transformation for Growth

The business received marketing correspondence from the project at a point in time when the owner was completing her MSc and resuming running her business. As a result the potential to receive support to help her grow her business was well timed and she began to work with the project.

The owner considers that obtaining support is vital for new businesses; she has high level skills as a Executive Coach and Mentor, but would also like to be a more effective business person.

Activity Within The Project

The Business Engagement Manager worked with the business owner to develop an up to date business plan to support the growth of her business.

The owner recognised the four stage process, and considered it well-structured. The one-to-one discussions were useful in being able to think through what the business needed with within a framework – ‘someone to take me through the processes, and understands them and is able to apply it to my business’

The owner considered that elements of the Receptivity for Change questions were of interest.

Impacts

- The owner has become more open to looking for, and trying new paths, and not becoming discouraged if they are not successful: ‘The Transformation for Growth program has help me to scope things out and allowed me the time, and space, to work out what is best for my business. It has allowed me to incorporate a contingency plan if things do not work out and gave me the confidence to take risks and trust my intuition. If something looks like a good opportunity, I’m more inclined to explore it further without getting annoyed.’
- The project helped her to strike a better balance between short-term and long-term planning and strategy. With hindsight, she considers that her previous plans were too focused on the long term.
- The Business Engagement Manager informed her of models which she still refers back to, and has proved useful. This helped her realise where the peak was in the business, and understand the activities needed to generate income on a day-to-day business, but also the activities needed in the background to build the business.
- She would like to continue to have a successful career with a good work/life balance, which entails setting up a steady stream of income, without the burden of a large workforce, which the project has helped her with.

Summing Up The Impact

‘It’s been a revelation for me – opened my eyes towards more possibilities.’

Find out more

Space2focus
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