



CASE STUDY

# Steven O'Brien | Newicon Ltd

LEVERAGING THE STRATPRO PROGRAMME

# STRATPRO WITH TAB HOLDS OUR LEADERS TO ACCOUNT

Steven O'Brien runs the software agency Newicon Ltd alongside his two business partners, Neill and Mark. As keen software engineers and developers, they began to recognise how they found solving technical problems more interesting than running a business focused on growth. As a result, they enlisted TAB to run their StratPro Business Transformation Programme for NewIcon's three-man strong management team.

When asked what encouraged him to take on StratPro, Steven said:

*"It was the way the programme would provide us with a structure to follow a business growth process that would hold us, as senior leaders to account. At the time, I was reading a few business books, and saw how StratPro could implement a lot of those concepts in a more collaborative way."*



**Steven O'Brien**  
Newicon Ltd



Bristol



20-50 employees



IoT, Software and Innovation

Steven found that he and the team were struggling to be held accountable for a strategic plan. In fact, they'd never had solid targets, and his hope was that they'd be able to learn and become a more effective leadership team.

*"I have more clarity. I'm doing more of what I should be doing as a CEO. I now spend time on future planning rather than just firefighting."*

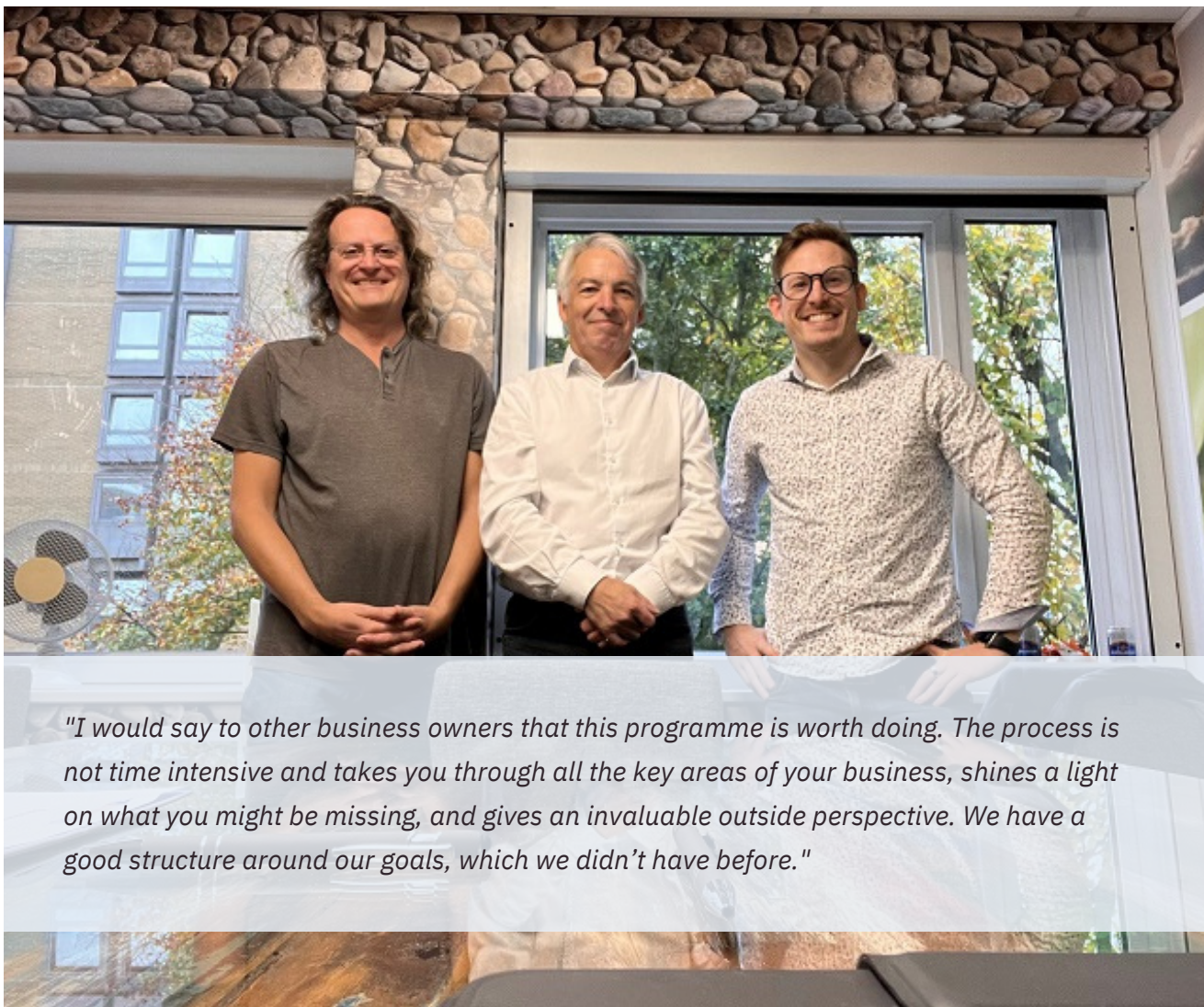


# THE RESULTS OF THE

# STRATPRO PROGRAMME

After enjoying the programme, Steven did not doubt that the business had changed. Not only do each key leader now understand their roles, but they also have a more concrete plan and are more focused on growth.

For example, before StratPro, their rough targets were merely to break even, but now their growth is even stronger; they hit a £1.5 million turnover in 2022, which Steven plans to celebrate with his team.



*"I would say to other business owners that this programme is worth doing. The process is not time intensive and takes you through all the key areas of your business, shines a light on what you might be missing, and gives an invaluable outside perspective. We have a good structure around our goals, which we didn't have before."*