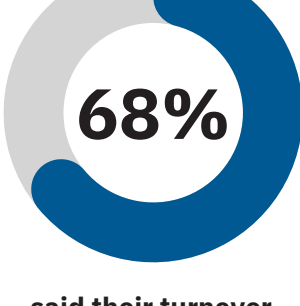


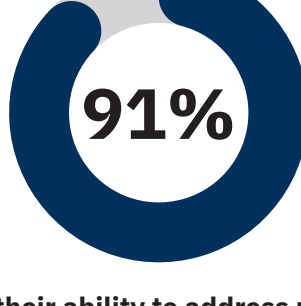
# 2024 MEMBER SURVEY

We asked the TAB community to share their thoughts on how having a peer board and business support has helped improve their businesses and change their lives. This is what they told us...

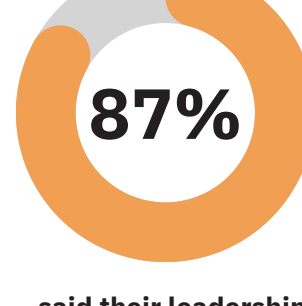
## Since Joining TAB...



said their turnover increased



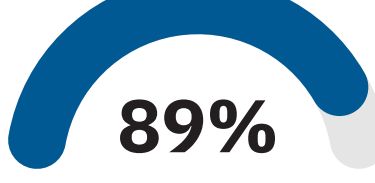
said their ability to address people or organisational issues improved



said their leadership skills improved

### Turnover

of the 68%



say TAB has helped

### Confidence

of the 91%



say TAB has helped

### Leadership

of the 87%



say TAB has helped

## Describe TAB in 3 words...



## Why did you join TAB?

- Gain Feedback and Advice
- Sounding Board
- Combat Loneliness
- Accountability
- Leadership Development

## Our NPS



- 61** Apple
- 68** John Lewis
- 66** First Direct

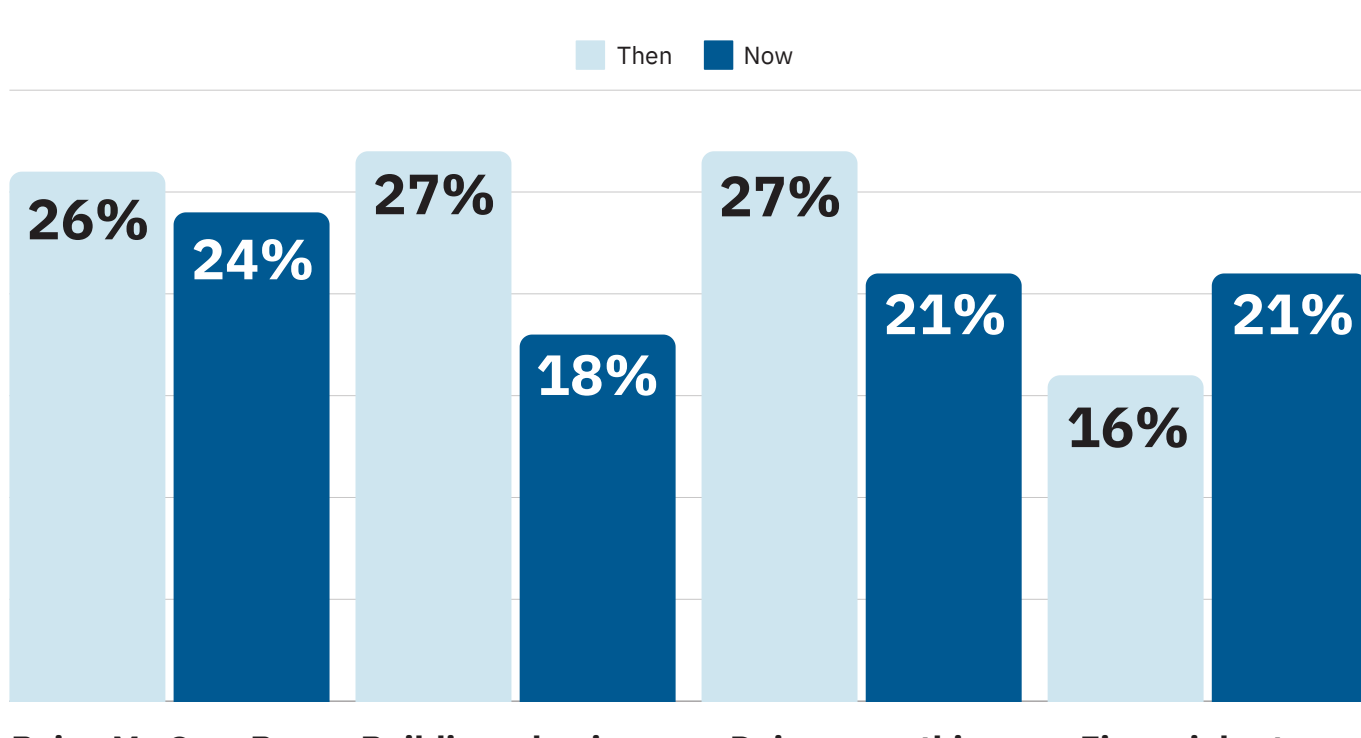
*"I can go back to my business confident that I am in fact making the right decisions."*

We asked our current members what they thought the greatest reward would be when they first set up their business versus what they think now. This is what they said...

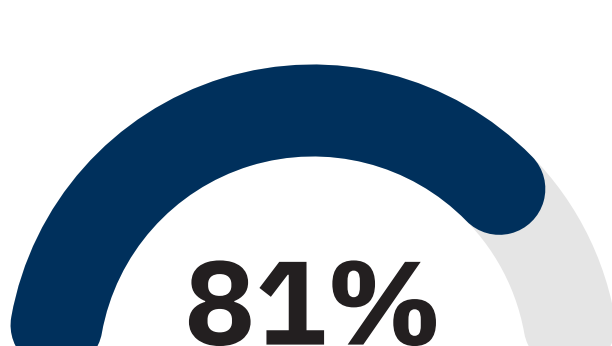
Then

**VS**

Now

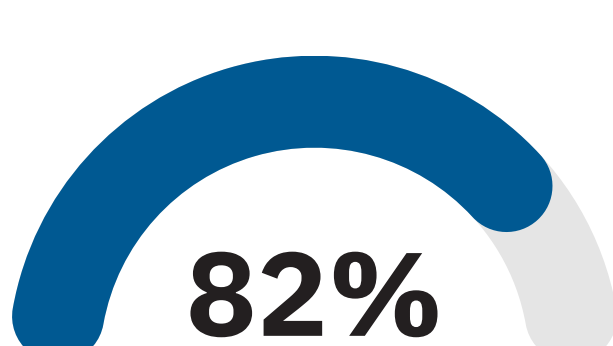


## TAB Board



agree they get great value from their TAB Board

## Coaching



get great value from their TAB coaching sessions

We asked "Comparing your last financial year with the next financial year, what do you anticipate your turnover percentage of growth (or decline) will be?"

## Turnover Growth %



67% of respondents think their turnover will grow next year, with almost half (43%) anticipating an impressive 20% or more growth.

**1.6x**

When comparing their last two financial years, TAB members' turnover growth percentage was 1.6x the national SME average.

(Source)

62% of respondents said the biggest challenges they expect to face in the next 3 to 6 months are...

Finance

People

Sales

Thanks to everyone who completed our survey. We raised **£1,300** for these charities.

