



CASE STUDY

Steven O'Brien | Newicon Ltd

LEVERAGING THE STRATPRO PROGRAMME



Steven O'Brien runs software agency Newicon Ltd alongside his two business partners, Neill and Mark. As keen software engineers and developers, they began to recognise how they were finding 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:

"The programme provided us with a structure to follow a business growth process that held us, as senior leaders, accountable. 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 found that he and the team struggled to be held accountable for a strategic plan. In fact, they'd never had solid targets, and he hoped that they'd be able to learn and become a more effective leadership team.

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 this year, which Steven plans to celebrate with his team.

Steven said,

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

