



Trust Brand Communications

Trust, a branding and digital agency started life working out of two premises. They needed to grow and put a plan in place which they did with the help of Hallidays and their Business One Page Plan.

Before

- ✘ The team of two were working from separate premises which impacted on their personal life and day to day communication which ultimately could have a long term impact on client service.
- ✘ Pricing based on time was not the right way to run the business going forward so they had to review their model to one based on value.
- ✘ Growing the business was an overwhelming challenge they needed to focus on. This impacted on the business systems and identifying KPI's to achieve the growth they wanted.

After

- ✔ Hallidays advised on and facilitated their move into one premises which improved communication and ultimately the day to day stress for the team.
- ✔ Hallidays worked with the Trust team to develop the right pricing module and payment structure. Trust also benefited from attending Hallidays' Business AM event focussing on price and product position for maximum profit.
- ✔ Working together their Business One Page Plan was produced. Now Hallidays meet quarterly with Trust to review their success and advise where action needs to be taken.

Outcome

From working out of two premises, Trust brought the business under one roof which improved their communication and speed of response.

By year 3 they were attending Hallidays Business AM growth sessions and their Business One Page Plan was in place which ensured they focused on what was important to the business.

Using the Business One Page Plan as a monthly snapshot of everything that matters to the business ensures they focus on that actions that help grow the business.

What the client said

“ We've been able to beat our previous year's turnover in 8 months. We put this down to measuring the things that matter on our BOPP. ”

The icing on the cake was winning the Stockport Business Award for 'Business of the Year - up to £1 million' in 2015. ”



Stuart Bradley
Business Owner - Trust Brand Communications