

# CASE STUDY

## A SMALL BUSINESS'S RESPONSE TO THE CORONA OUTBREAK



"Our business is passionate about our interactive Workshops. COVID-19 first disrupted our toolkit manufacturers. Then lockdowns affected our ability to run face-to-face workshops or advise our clients on organisational change. We saw many smaller and larger businesses under financial pressure when uncertainty hit and knew we had to act fast and assertive to survive and thrive this year."

**Eva Sayem, Managing Director, Approach Services**

### SHORT TERM GOALS

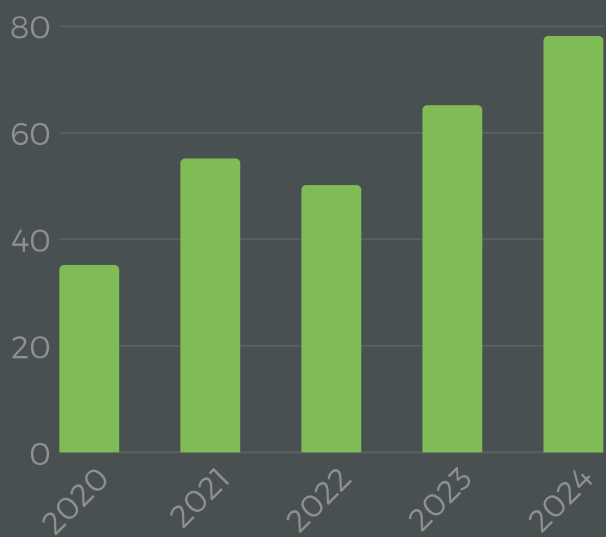


12 month funding secured to ensure business continuity.



ALARP impact on employee's mental and physical health.

### LONG TERM GOAL



Sustainable growth and scalable services.

### SOLUTION

Apply the EXCELeRate Change Leadership tools to rapidly respond to the need for change and update the strategic and organisational plans.



### IMMEDIATE RESULTS



29% OF ANNUAL FUNDING SECURED WITHIN 3 WEEKS



25% INCREASE IN TIME SPENT ON LEARNING AND DEVELOPMENT



FIRST ONLINE COURSE PRODUCED AT 33% OF QUOTED COST



GLOBALISATION MOVED FORWARD BY 18 MONTHS



VIRTUAL MVP PRODUCED WITHIN 2 WEEKS