



Business Lancashire

## Growth Mentoring – Case Study for Key Digital - Early Stages



**Client Name: Andy Radcliffe**  
**Business Name: Key Digital Ltd**  
**District: Burnley**  
**Sector: Business Support Services**

### Background:

Key Digital are highly experienced and established suppliers of photocopiers and print solutions, funded in 2010.

Key Digital was at the stage where there were huge opportunities to continue onto the next phase of growth.

As with many businesses and owners a dynamic, hands-on approach to leading the team and steering the ship had been essential to achieve the success the business had seen to date.

### Our intervention:

Key Digital Ltd was allocated Paul Aisthorpe, a Business Growth Mentor. This support was fully funded through BOOST Business Lancashire Growth Mentoring Programme; delivered by Community & Business Partners (CBP).

Paul had the experience and skills to support the mentoring conversation. He was also able to share his experiences which at times helped Andy to form positive conclusions and outcomes.

The business needed to review its business strategy, take stock and find a practical way to step-back and gain clarity for the team on these new strategies.



It was crucial to have a sounding board and someone who had experienced business growth and all the challenges that come with this. Also, someone who could ask the important questions to ensure clarity in the strategy Andy came up with; that it could achieve the right outcomes.

The business planning tools Paul used became an important part of the process and ensured focus on objectives and outcomes.

### **Early Impact:**

The planning tools are something Andy will continue to use within the business.

The strategies are already working well and so far 2 full time and 2 part time staff have been recruited to handle the additional growth.

### **Continued Support:**

CBP will ensure that relevant event and networking opportunities are forwarded to Andy at Key Digital where business opportunities will arise.

Once the strategies are fully embedded CBP will refer them for further growth support that is offered through the Business Growth Service.

### **Andy says:**

“Paul’s support has been instrumental in giving the team clarity and remaining focused on the key goals of the company. It is no coincidence that our fast period of growth has followed from working with Paul.”

RELEASE

***PLEASE READ AND ADD YOUR CONSENT IN BOTH PLACES***

Lancashire County Council would like to assist you with marketing your products and services. To do this we intend to produce photos and potential video clips of you and/or your products/services that will help to promote your business and the BOOST programme. We intend to distribute this to a wide audience through various media methods including press adverts, online portal and social media.

Please sign the form below to give your consent.

Name: Andy Radcliffe

Company: Key Digital Ltd



For good and valuable consideration, the receipt of which is hereby acknowledged, I hereby consent to the photographing of myself and the recording of my voice and the use of these photographs and/or recordings singularly or in conjunction with other photographs and/or recordings for advertising, publicity, commercial or other business purposes. I understand that the term "photograph" as used herein encompasses both still photographs and motion picture footage.

I further consent to the reproduction and/or authorisation by Lancashire County Council to reproduce and use said photographs and recordings of my voice and my invention/products, for use in all domestic and foreign markets. Further, I understand that others, with or without the consent of Lancashire County Council may use and/or reproduce such photographs and recordings.

I hereby release Lancashire County Council, and any of its associated or affiliated companies, their directors, officers, agents, employees and customers, and appointed advertising agencies, their directors, officers, agents and employees from all claims of every kind on account of such use.

\_\_\_ Andy Radcliffe \_\_\_\_\_  
Signature:

\_\_\_ 27.8.15 \_\_\_\_\_  
Date: