



## CASE STUDY – Rewired PR

***From start-up to fully fledged media group in just three years. Creative Shift worked with Rewired to create and embed strategy, develop the team and support their vision.***

### The Situation:

Ruth Pipkin had launched her own PR company Rewired, and after growing the company to 3 people in 12 months wanted to make the next steps to ensure that Rewired's further growth was successful.

Challenges to address included:

- 🕒 Ensuring a strong team that could be delegated to so Ruth could concentrate on being MD
- 🕒 Developing a board of directors to push the company to the next stage
- 🕒 Ensuring the company knew its worth and shared a vision of the future

### What We Did:

- 🕒 Initial consultation on developing business plan
- 🕒 Team building and dynamics session
- 🕒 Goal setting and planning session for the company – where are we going, and how do we get there?
- 🕒 Networking training – internal and external
- 🕒 One on one ongoing mentoring and support for the staff pre and post appraisal and executive coaching for the MD

### The Results:

Rewired PR is now a company of 10 people working out of dedicated offices in Birmingham's Jewellery Quarter with an effective board of directors.

They have established vision and goals, with a step by step plan of how they will get there. They know their own worth - *“Being able to pitch and price yourself correctly is invaluable, and when the time came to raise investment, Creative Shift were there again to help me prepare and ensure I had the right information.”*



During the goal setting session, Ruth had made the team aware that one of her goals was to acquire another company in order to grow Rewired. When the time came to go ahead with this, the team happily greeted the news as a step forward with the company vision *“Often acquisitions and mergers within companies can create a real sense of unease –but this simply wasn’t the case here, they all knew that it was part of the plan, and we had already discussed what it would mean for them when it happened - which was fantastic”*.

The networking training lead to Rewired having a more successful sales team: *“Through Creative Shift’s development work my team were able to develop their approach and, crucially, gain a more insightful understanding of the new business pipeline, how to develop meaningful business relationships and ‘getting to yes’. As a result, I now have a more empowered sales force to support in building the company and reaching our aspirations for growth.”*

Perhaps most importantly, the work that Creative Shift has done with the team has enabled Ruth to become a more effective manager: *“knowing that I have a team who are entirely on board with my vision for the company means I can trust them to get on with the tasks at hand, whilst I concentrate on running the company.”*

Ruth has no doubt that she will continue to work with Creative Shift as Rewired continues forward with its vision: *“Creative Shift are unique in that they are able to help you with the bigger picture stuff, but also put in place practical steps to get you there. Every time I know I have a session with them planned I look forward to it knowing that I’ll leave with achievable ways of making both an immediate and long-term difference.”*

**Creative Shift work with businesses who want to grow and develop. We do this by creating bespoke consultancy services employing creative approaches: Improbable activities; Intelligent connections and Inspiring results.**

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