

Case study – Hungerhill Trading



The customer

Hungerhill Trading is a property management company offering affordable office and meeting space on the outskirts of Nottingham City Centre. All profits are reinvested back into the community through The Renewal Trust, a nationally recognised community development charity, working with children, young people, adults and organisations in the St. Ann's, Sneinton and Mapperley areas of Nottingham.

? The problem

The Renewal Trust charity had a focus, with plans, strategies and policies in place, but the trading subsidiary, Hungerhill Trading had nothing in place.

Hungerhill Trading were looking to create a vision, strategy, set business goals, define a roadmap for execution and a set of Key Performance Indicators. They wanted to consider how to gain a competitive advantage to maximise the contribution they could make to the charity.



The solution



I designed a structured programme of sessions and delivered a package of workshops working with the Board of Hungerhill Trading (HHT) over a period of eight months.

Initially I held introductory phone calls with each of the seven individual Board members. I designed a structured questionnaire to ensure consistent information gathering and to scope out the views and issues. I captured and summarised these discussions to provide the starting point for the sessions and to save face-to-face time.

Six face-to-face workshops were then held with the Board. The focus for each session was as follows.

1. Purpose, current state and culture, future state, how you'd like it to be, defining the vision
2. Identify a set of values and understand and define what each one means to HHT
3. SWOT analysis, what's going well, what's not going well, roadmap of the elements needed to move towards the vision
4. Create a Business Model Canvas for HHT offerings, define a set of Key Performance Indicators
5. Review the roadmap groupings and elements, define priorities and actions to move along the roadmap, identify the Top 5 business challenges and Top 5 people challenges, Force Field Analysis
6. Review of progress made, Start, Stop, Continue activity for each roadmap element, action planning and next steps



The results



I captured and summarised the output after each session and provided a final collated pack of all documents and a summary presentation to the Board members to take forward.

Outputs included an agreed purpose statement, vision, strategy, roadmap for execution, set of business goals, action plans and Key Performance Indicators.

★ Why they chose me

The Hungerhill Trading (HHT) Property Manager saw that I had run an event on business strategy and growth roadmaps for the UpScaler programme. HHT had joined the scheme and she approached me having checked my profile on the coaching pool.

We held an initial meeting to build our relationship and explore the business's issues and how I may be able to work with them to resolve them.

I used my workshop design and delivery skills for the sessions and brought business development tools and techniques to help build the business foundations. During the sessions I used my coaching, training and facilitation skills.



What did they say?



“We worked with Andrew to create a focus and vision for our property trading company, Hungerhill Trading Limited. He designed a bespoke programme of support: gathering information, facilitating workshops, capturing outputs and sharing his experience. Together we created a series of business goals and action plans that are unique to us, with input from across the organisation.

Andrew is professional and determined, he is extremely knowledgeable and yet remains approachable. His input and guidance has supported our business to prosper and grow through an economically turbulent period, and as such we would definitely recommend him and AWD Development Solutions.”

Jacquie Olpin, Property Manager, Hungerhill Trading Ltd.