



Case Study

Sector: Environmental Monitoring & Remediation

Assignment: Establishment of Core Values & Core Purpose to Develop More Meaningful Communication to Existing & Potential Investors

Period: 2007

Background:

A small niche science based University spin-out, based in Scotland, with European trading partnerships, required assistance & guidance on how to develop an understanding of its core values & core purpose to drive improvements in its marketing, sales, communications & investor relations.

Assignment:

- To establish with the senior executive management team the core values & core purpose of the organisation
- To apply the core values & the core purpose to the development of a stronger brand & communications strategy
- To improve & manage marketing & communication content & reporting both online & offline to potential investors & to users of the available technologies
- To assist the organisation to raise capital from targeted investors
- To align the small staff compliment with the core values & purpose to improve coherence & continuity of service delivery & performance to clients & messaging to investor groups

Methodologies:

Use of a values assessment instruments to assess commonality & alignments of values within the management team & the initial investor groups

- Workshops
- Feedback loops
- Corporate coaching of Managing Director

Outcomes:

Over a number of weeks the organisation reached agreement on core values, core purpose, & developed a clear understanding of how these credentials could be immediately applied to all of the organisation's internal & external communication activities aimed at increasing investor funding

Increased continuity & coherence across all communication activity

Increased marketing & sales activity leading to increased sales of the technologies

Increased funding from investors through improved clarity in positioning & messaging about the technologies capabilities aligned with increasing revenues

Less reliance on European partner for developing revenue streams & cash flow