



Create Growth Case Study

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Looking to innovate and grow by
breaking into the Creative sector

The Create Growth Programme offers support for Hertfordshire-based businesses, providing world-class teaching and growth opportunities

Objectives

- Learn a better way of engaging clients
- How to build a corporate client list
- Create a sustainable growth plan

Challenges

- How to find corporate clients
- How to manage growth (when there's only you)
- Understanding how to speak to clients in the creative sector

Results

- ✓ Improved processes and made a plan for sustainable growth
- ✓ Refined thinking processes to be more strategic
- ✓ Learned a new way of engaging with customers
- ✓ Increased Hertfordshire customer base