

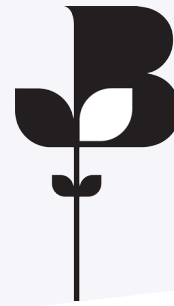


Case Study Medium Sized Business



The Platinum Group Service Sector has been key to us building links with the local business community, contributing to our corporate strategy.

Associate Director
Medium Sized Business



Black Country Chamber of Commerce

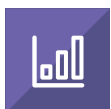
Peer Learning Harnesses Business Togetherness

As one of the founding members of The Platinum Group Service Sector, which was launched in September 2016, this Wolverhampton based medium sized business has played a key role in the development of The Group - a role that has proven itself to be invaluable to their corporate relations.

Prior to their involvement with The Platinum Group, the organisation did very little to engage with the local business community, which was something that they were keen to address through the Black Country Chamber.

A unique and important aspect of The Group is the way in which it serves to promote peer-to-peer learning and sharing best practice amongst its members, which is facilitated through a series of confidential meetings that take place on a regular basis. Through regular attendance at these meetings, this organisation has successfully strengthened their working relations with a number of businesses across the Black Country. In addition, they have also hosted Chamber events at their premises, thereby showcasing the facilities that are available to corporate clients.

Furthermore, as a result of sharing best practice with like-minded businesses on a range of processes and operations, including HR and sales, they have been able to implement a series of cost saving initiatives that have helped to enhance their efficiency, whilst saving them approximately £60,000 per annum.



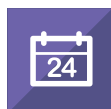
BUSINESS
GROWTH



BUSINESS
PROTECTION



COST
SAVINGS



EVENTS



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Staff Development Enhances Strategic Vision

Given their ambitions for growth, the business deemed it necessary to develop the leadership and managerial skills of their staff, particularly at a strategic level. With this in mind, they enrolled 2 members of staff onto the Black Country Chamber's Strategic Leadership Programme and an additional 3 onto the Management Development Programme.

Delivered by award-winning facilitator, Wendy Shapiro, these programmes offer a holistic approach towards the development of strategic leadership skills, as well as the skills that are required on a day-to-day basis for those working in managerial positions.

With regards to the impact of these programmes on the business, a spokesperson commented: "Both the Strategic Leadership and Management Development Programmes have served to enhance and strengthen our internal processes, challenging our approach to business management whilst moulding our strategic vision moving forwards."

Looking Ahead...

With the continued support of the Black Country Chamber of Commerce, this organisation aims to further increase their engagement with businesses throughout the region. They also aspire to increase their social impact work within the local community, which is something that the Black Country Chamber can help to facilitate.

For more information about Chamber membership please contact us on:

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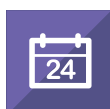
BUSINESS
GROWTH



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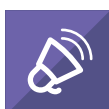
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