

SUCCESS STORY

PENTLANDS

Accountants and advisors
for growing businesses

Noisegate Media are a digital agency providing web development, communication, design and media production. Here's what Managing Director, Liz Katz said about working with Pentlands on business performance improvement and getting the right people on her team.



"The business had been stable for quite a few years and was steadily ticking along. In early 2017, I decided the time was right to refocus my attention, take stock of what worked well

and what needed improvement in order to accelerate the growth of the business. We needed clarity on the current situation and a plan for the future that would deliver for our clients, provide new opportunities for the team and allow me more time to work on the business as well as in it.

"As a digital agency, we operate in a very fast paced environment, if you don't adapt you run the risk of being left behind. I understood that the numbers in management accounts had the potential to be valuable, however, with workload pressures, analysis was often pushed to the bottom of the priority list. I recognised that I needed external input to ensure that this key data was accurate, accessible and meaningful so informed decisions could be made.

"Whilst we were happy enough with our accountant, they were very traditional in their approach and services. They

weren't offering the advisory support that we needed. I was aware that Pentlands took a different approach and began their business performance improvement programme. I met with Elinor for one-to-one coaching sessions every few months for the first year. During these sessions we focussed on the analysis of the management accounts, we reviewed budgets, set targets and KPI's. We also used analysis of turnover and profit to gain clarity on the right type of clients for us.

"Pentlands' approach and advice, delivered so much more than help with the figures! Elinor facilitated team away days, where we worked on improving the team capabilities, their roles and responsibilities. We got the whole team involved in the project, focussing on working together to improve performance. What did we need to start... stop... and keep doing more of? The team's input was essential to our growth and success.

"After only 12 months we were already seeing the effects of the focussed efforts - the team valued understanding the numbers and contributed great insights,



we were smashing our targets and that led to increased turnover and profits. We wanted more, so it made complete sense to move our full accountancy needs over to Pentlands. Their approach to customer support is outstanding and I know we are in safe hands.

"Working with Elinor has enabled me to see opportunities and go for them with increased confidence and enthusiasm. She instigated a major and ongoing engagement with financial data within the business, coached me through tough decisions and helped me to love my business again. I am so excited about the future."

OBJECTIVES

Gain clarity on what the future would look like and how to grow.

Work with the team to get them onboard with the growth strategy.

Analysis of the numbers.

CHALLENGES

Fast paced working environment adding pressures on priorities.

Business ticking along - team required to change behaviour and approach.

Delegation to the right people in the right roles.

RESULTS

KPIs established, implemented and smashed!

Increased turnover and profits within 12 months.

Team working together more effectively and efficiently.