



Swindon & Wiltshire Growth Hub

Our job, our *only* job, is to help you succeed

The likelihood is that you've already met some of us before. We're a consortium formed through the Swindon and Wiltshire Local Enterprise Partnership, funded by central and local Government and led by "Inspire by Wessex Chambers" in partnership with Swindon Chamber of Commerce and Business West all with one aim - to help businesses in Wiltshire succeed and grow.

We provide a gateway to all available national and local business support, marshalling the best of government agency support and commercial expertise and advice delivered along with free, expert and impartial advice and direction through our team of business managers.

Our team help business through seminars and courses, networking, one to one meetings and we are always on the end of a phone



Rob Perks - CEO of Inspire

"Why would I ever use a Business Coach?"

This is a question I'm often asked. Isn't this all fluffy psychobabble that costs a lot of money and doesn't deliver anything of value to my business?

I fully understand that cynicism. There are unfortunately some pretty ineffective individuals out there calling themselves coaches and are often failed entrepreneurs looking to feed off more successful ones! I certainly held that view when I first encountered the world of leadership development in my Corporate career but was totally converted by a superb Leadership coach who worked with me for a number of years in several different businesses and here's a few lessons I've learned over the years.

First and foremost, it is important to decide what kind of help you need to take your business forward as there are three key areas to consider

1 Leadership Coaching. This is aimed primarily at helping you develop your emotional intelligence and get better results from yourself and from those around you. It helps you to understand more about how you operate and more about why people react as they do and why they don't always do what you expect of them. As your team grows, this can become more and more a frustrating issue to deal with. Getting results through others is vital to a growing business

2 Business Coaching. This will help you manage the practical issues involved in a business more effectively. It will cover things such as prioritisation, time management, system and process improvements, business planning, goal setting, managing Key Performance Indicators effectively etc.

3 Business Mentoring. This would be appropriate where you are looking for someone with expertise in your business area who can make suggestions, give advice, provide you with useful business contacts and generally act as a sounding board because they have been there and done it successfully before.

Business Owners are often disappointed because they have picked the wrong kind of help or because they've chosen someone who is just not very good. The Growth Hub can help you decide what kind of help would be most appropriate and recommend good coaches from our carefully selected Partners. Please do get in touch with us if this is an area you are considering.

Delivered by



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