

## Breaking Free From Stagnated Growth

### The Firm

The Company is the European training business of a major multinational financial services business. It is based in London and has a clear mission to grow revenue, as well as helping educate the market in the value and role of its parent company.

### The Business Problem

Revenue from the training business had not grown over the past 2 years even though the firm believed that there was further potential in the market. Competitors appeared to be continuing to place extra resources into training and winning increased business. The work of the training business line is important; not only for revenue, but also in helping the firm build its brand and educate the market. For all these reasons the training business wanted to dramatically improve its performance.

### The Solution

A three-pronged approach was used to enable the training business to get benefit in the shortest possible time. This included a review of competitors activity in the market, collation and analysis of feedback from previous course attendees, and particularly importantly, an interview programme with the key decision-makers and influencers in the market (typically Heads of Risk or Heads of Credit in major banks and investment managers). This drew on the strategic marketing, qualitative research and analytical skills of The Thriving Company Limited.

The insight from all 3 areas was brought together in a way, which enabled the business to confidently re-write its marketing strategy. The way in which it had been producing and delivering training was appropriate for what the market wanted 2 years ago. The analysis provided by the consultant identified market gaps and key unmet needs, together with areas where competitors were earning revenue and were more closely providing what the market needed.

### The Benefits

The insight provided by the analysis enabled the firm to address areas of its course curriculum, the way it delivered training, and its communication and relationship marketing activity in the market. The head of the unit has reported that significant individual business wins, as well as much greater profitable volume from the revised training content has resulted. The company expects that the new business it will gain as a result of better understanding of current market needs will yield revenue many times the value of the expenditure on the project.

**For more information, please contact us at [info@thrivingcompany.co.uk](mailto:info@thrivingcompany.co.uk),  
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