

# Tuesday Titbits

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## A letter from Mark



Wow, what a year it's been.

Breaking from our usual format, the team asked me to write a special "Tuesday Titbits", this time to reflect on where we were, what we've achieved and our hopes and dreams for 2022 and beyond.

At the end of 2020, our first full year in business, we'd just come out of probably the most disrupted year any of us had ever had. Our fledgling consultancy had, all things considered, not done too badly at all – we had 27 consultants looking after 4 different clients, supported by 5 in head office and we'd turned a small profit - this was no mean feat! Although we were chuffed with where we'd got to, we knew that we'd done it by the skin of our teeth. Through hard work and determination, through hustle and frankly, through an unsustainable amount of plate spinning. We knew we couldn't carry on like this and further growth would be out of the question without some serious changes. And so, we hatched a plan ...

We harbour some very lofty ambitions (more about those later), but we pragmatically recognised to get there, we'd need to grow to generate the additional profitability so we could implement the foundations of our master plan.

2021, therefore, became a year of building those solid foundations. And I'm absolutely delighted to say, we've pretty much got there.

- We've invested heavily in building our core team to support our **Partners**, continue to expand our **Delivery Assurance** capability, create our own sales funnel in our **Business Development** department and facilitate the delivery of everything through our internal **Change** function.
- For **Partners**, Maxine Gregory superbly got things going from a blank sheet of paper, handing over to Corrinne Duffy in April who has taken things even further forward; bringing in Sarla Senghani in April and Iyisha Downey in August to support, implementing practice management and our own Recruitment system so we can continue to add to the team and bring in more Partners who share our values and vision.
- For **Delivery Assurance**, Sunil Shah started in January, tasked with picking up the work I'd started and turning it into something scalable. All the time making sure that the service we provide continues to improve. Sunil added James Carroll to the team in April.
- In **Business Development**, Nicky Harris continued her work from 2020 to build a great client onboarding journey. In line with our desire to ramp up new client acquisition, Nicky handed over to a newly hired and expanded team of 4 but, despite our best efforts, this didn't work how we'd hoped and we had to part ways with 2 of our new 4. Leading the team forward now are Zoe Shiers as our Marketing Manager with the support of Lieza Noorzay our Business Development Manager.
- In **Change**, Simon Stekler joined us in June as our Technical Product Owner, we brought in Alex Horne to lead the team in August and added Luke Camfield in September. We further added Bill Murray as an Associate PM to help accelerate our Programme Portfolio in October and I'm delighted to say that Alex and her team have absolutely smashed it, delivering 10 out of our list of 12 projects on-time this year. We deferred the other 2 in case you were wondering.
- And of course, Sheree Stray joined as our Executive Assistant in January gluing everything together behind the scenes and freeing up a great deal of my time to focus on what matters.
- But none of this would be possible without our incredible team of client-facing Partners who have had an absolutely stunning year. Our clients are, for the most part, absolute raving advocates of you all and the tireless service you put in day in and day out. There are simply too many names and great stories to list here but I want to take this opportunity to thank each and every one of you for all of the hard work, effort and energy you've put in to delivering for clients this year. Thank you.

In total, we've ended the year with just over 70 Partners across our head-office and client facing teams. To put this into context, there are 1.4m businesses that employ people in the UK. Of these, just over 43,000 have over 50 people. This means that in just 2½ years, Project Partners has entered the top 3% of businesses by size. Financially, we've turned over just over £6m and despite investing heavily in building our team and capabilities, have yielded a reasonable net profit.

So, we've had a great year. And built a fabulous team of people. And put some very solid foundations down.

But we're still not satisfied. On no Siree!

You see, we're on a mission.

It's what we believe, it's why we get out of bed and do this every day instead of any of the myriad of other work that we all could be doing in this industry (we know there is certainly plenty of work out there). So why do we do this?

We want Project Partners to become something more. Something truly bigger and better. Something that we can look back on and feel truly proud that we built something that made a dent in the universe, and positively impacted the lives of the people that worked here and those who joined our community.

So, how exactly are we going to do that? What do we have in store for 2022?

In short, we've got H-U-G-E plans to take the business forward. Here's what we're going to do ...

- First off, we're going to develop clearer **propositions** that talk directly to the problems that our clients' face and potential Partners who can help us solve them. To date we've relied on bespoke proposals every time, but to bring to life what we do best, we'll spell it out for everyone.
- Next, we'll enhance our **public-facing website** with all of our proposition collateral so that prospective clients and partners can clearly see what we do.
- Close to my heart, we'll further develop our **ABCDE Way methodology**, and release the entire framework including documentation, training videos courses and downloads into the public domain.
- And super-excitingly, we'll take the ABCDE Way even further by creating an **online SaaS tool** to enable anyone to run an ABCDE Way project by following a clear workflow wizard, capturing the details of their project and stakeholders, and being able to report status, risks and issues in a dashboard.
- In February, we're also going to move into some fabulous new offices in London, so for the first time, we've got somewhere to call our own home. As well as hot-desking and meeting space, it'll be where we hold interviews, bring guests, host events for you and film video content. You'll hear more about this early in the New Year
- And finally, we've also got a long (very long!) list of people, system and process changes coming which we'll keep you up to speed on throughout the year.

Then we're going heavy on letting as many people know about our fabulous tools and propositions by ...

- Creating a **Podcast and Videocast** duo, sharing bite-sized practical Project Delivery tactics and strategies to help our community grow. We also hope to invite interesting and exciting guest speakers to share their experiences and tips to our audience.
- Releasing our first **Paperback and Kindle Book** which we'll both offer as a giveaway and sell on Amazon to share our knowledge and experience and bring people towards us.
- Run regular **in-person and online Events**, with excellent subjects and speakers, networking opportunities and of course for those in-person the odd cheeky glass of something, some nibbles and some fun!
- Running numerous other online and offline campaigns to prospective clients and Partners to help them know, like and ultimately trust us to help them deliver excellent projects.

This all in the name of "*empowering people everywhere to deliver excellent change for any organisation*".

So after all that hard work, if everything goes to plan, where do we hope to end up?

- We'll have added 100s new Project Professionals to our Community, where they can consume our great content, take training modules and hear about opportunities to work with us.
- We'll have grown to between 100 and 125 Partners, adding 6-10 people in our head office team and another 25-40 to our client-facing teams and maybe even more if our strategies fly.
- We'll have added between 5 and 10 new clients and be delighting them in the same way that we do for our existing clients, who we'll work to retain and continue helping for as long as we can add value.

Now, I realise this is a pretty crazy wish-list – do we have the budget, time and people to achieve this? I believe we either already do or we can get there. We're going to need a gargantuan effort to pull all this off but listening to your feedback, I know you're just as excited as I am and are up for it.

So, after a bobby-dazzler of a 2021, we're aiming B-I-G for 2022. And with this amazing team which continues to grow and excel, we might just pull it off.

Happy New Year and best to you and your families,

Mark

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