

City Guild looking for new strategic direction

Ability to integrate into the client company

As a guild, the membership consists of independent craftsmen and traders within the jewellery industry. Iain and his team showed great adaptability to work with such a diverse group without any previous background in this tight nit network.

Impact on the business / bottom line

By creating a Strategic Plan to grow the Goldsmiths' Annual Fair into a permanent retail opportunity Iain has shown the way forward to the Board of Directors at a time when the company is undergoing great transition which has created internal divisions and stasis.

Overall contribution / achievement of objectives

This objective needed an expert external reference point and this was delivered within the 12 week timeframe. Not only was there a considered appraisal of the national market, but a great deal of research provided a though and accurate appraisal of the companies internal inadequacies and highlighted future development needs over and above the original assignment.

Working style

The Interim team worked in a professional manner and responded very promptly to request from the Clerk, and the Court of Wardens. They were also able to adapt to the informal and flexible style engendered by the wider livery membership.

Leadership / people management skills

It is difficult to implement change within an 800 year old organisation that is structured and managed in an eccentric way. However, the team supported their recommendations with robust research and data, backed up with engaging and influential communication.

Any other comments about the interim manager

The interim team brought something to the Marketing team that was difficult to find internally. The team left a much more coherent organisation moving in a more strategic direction with an enthusiasm that was previously lacking.

Business Direction (City Guild) i4b