



Case Study – Wright Vigar

November 2013

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| <i>Sector:</i> | Chartered accountants/professional services |
| <i>No of employees:</i> | 85 |
| <i>Turnover:</i> | £4 million |
| <i>Location:</i> | Lincoln, Gainsborough, Newark, Retford, Sleaford and London |
| <i>Growth Manager:</i> | Coral Willcox |
| <i>Service used:</i> | Business Development, Leadership and Management |

Snapshot – impact of GrowthAccelerator

- A strategy to drive further growth in future years following recent acquisitions.
- A training package for next generation leaders which is freeing up directors to concentrate on business development.
- A new marketing strategy reflecting their original values and expanded offer and targeting diverse city and rural markets.

About

Founded 33 years ago in Lincoln, Wright Vigar has established a reputation for providing accountancy services with added value business support. It has also been named by The Sunday Times as one of the UK's Top 100 Small Companies to Work For. The firm has expanded significantly in recent years through organic growth, new service lines and acquisitions and now has 4,000 clients across the East Midlands and the UK.

The business challenge

Having spent time consolidating the internal structure and systems of the growing business, there was a need to look outwards again and pick up speed on business development to ensure continued growth. To do this, the leadership team had to be freed up from some of the everyday running of the business to take on this task and the business had to decide how best to present its greater new scale and scope while retaining its original, friendly personality.

How GrowthAccelerator has helped

At the start of 2013, GrowthAccelerator matched Wright Vigar with business and marketing expert Brian Carrington. By focusing on the company's vision and strategy and the removal of barriers to their achievement, the business identified two priorities: developing the next generation of leaders to close the current skills gap and developing a distinctive approach to marketing, capitalising on the appointment of a marketing manager.

This work gave Wright Vigar the impetus and confidence to co-design and roll out a bespoke development programme for junior leaders. Enabled by match-funding from GrowthAccelerator, this is preparing them for greater practice management responsibilities now and leadership in the future. By providing a clearer career path, it is also expected enhance the company's image and help attract and retain the best people - critical for growth in both its London and East Midlands' markets. A new marketing strategy is also taking shape. Guided by Brian's wide experience of marketing in a range of sectors, this puts the company's unique culture and image centre stage, supported by regionally-tailored key messages.

"We feel very positive about what we are doing with GrowthAccelerator's help," says Jack O'Hern of Wright Vigar. "It has really focused our attention on what we need to invest in to develop the business further. By bringing the next tier of leaders along we are removing limitations on our business development activity and, ultimately, our growth potential."