



## Case Study: Doubling Productivity

### INDUSTRY



#### Chamber of Commerce

The Chamber aims to grow the city's economy and help local businesses thrive.

### COMPANY SIZE



#### Customers

650 local businesses

#### 5 HQ employees

Plus 60  
ambassadors

### HISTORY



2007

Incorporated

2016

650 members

2017

Aiming for 750+ members

“Who knew we could identify so many ways to streamline, quicken and improve the quality of what we do? It was unbelievable and left us feeling so much calmer and in control. It's the small things you do on a day-to-day basis because you've always done them that way. When you look at processes with Grace, she shows you how to improve things quickly. It seems obvious when you do it, but it's just a matter of having time in the first place. Her recommendations are really clear and break things down in a very easy and do-able way. And Grace is lovely to work with, which always helps!”

*Emily Jones, Events Manager, Brighton & Hove Chamber of Commerce*

**Almost  
50%  
Faster!**

### IMPROVEMENT OBJECTIVES

To simplify the Chamber's event planning process for their 100+ events and 3000 attendees per year, increasing efficiency, productivity and quality of events. Tied into the Chamber's wider 2017 goals of reaching a membership of 750 local businesses.

#### 42% FASTER PLANNING

Understanding the steps in the process identified opportunities to automate and remove repetitive tasks.

Automation, email templates, and improved shared access to team information **reduced total planning time by 42%**.

#### INTEGRATING IT SYSTEMS

10 IT systems are used in the event planning process.

Integrating systems means information is automatically shared and next steps triggered. The team can clearly see the status, and future tasks and errors are eliminated.

#### QUALITY FROM THE START

Quality to the Chamber means interesting events for members, which run smoothly and sell out.

The team now use clear guides to improve quality from the start, removing the need for retrospective checking, saving time and effort.

### HIGHER EFFICIENCY = MORE TIME FOR GROWTH

The Chamber's events programme had doubled in sized over the last two years but they hadn't had the time and help to review the way they do things. The improvement process identified changes they could make immediately to become more productive, giving them **double the capacity** for arranging events in the future and further support the local business economy.