



Small Firms Association (SFA) and Skillnet Ireland



TIMING

April to June 2020

CLIENT

Small Firms Association (SFA) and Skillnet Ireland

LOCATION

Ireland

INDUSTRY

SME representative body

Project Overview

StrategyCrowd was one of three consultancy organisations appointed to provide business mentoring services on behalf of SFA/Skillnet Ireland as part of an initiative to support small companies and SMEs up to 250 employees through the initial phase of the COVID19 crisis.

StrategyCrowd selected 24 mentors from its pre-qualified panel of associates with broad industry experience, backgrounds and expertise to meet the needs of small firms and SME clients from diverse industry sectors and business sizes. We delivered a total of 6 hours “virtual” business mentoring and coaching to individual client through a tailored process that focused on each client’s unique challenges and business situation in order to help them “survive and thrive” against the backdrop of COVID19. We covered a broad range of topics including sales pipeline and lead generation; customer relations and engagement; HR and people issues; cashflow and funding challenges; pivoting the business; online and digital marketing; business strategy and planning; operational issues and implementation.

The objective was to encourage clients to put a short-term tactical plan in place to assist them make the right decisions that would ensure their business survived the crisis and was empowered to avail of growth opportunities post COVID19.

Outcome/Results

StrategyCrowd mentored 94 companies over a three month period ensuring each client had a practical and implementable short-term plan to guide them through and beyond the COVID19 crisis.