



Peak Translations Peer learning at its peak

Sector: Translation and interpreting services
Location: Whaley Bridge, High Peak

Support Accessed

Business Peak District • East Midlands Chamber Member Services • Peer Networks • Workshops

About the Business

Peak Translations Ltd is a business with a 45-year standing in translation and interpreting services. It offers support to clients looking to grow in overseas markets, and to communicate in different languages effectively and precisely.

Challenges

As a business whose income is wholly reliant on clients who trade internationally, the impact of reduced export sales has been a seismic one. Covid prevented face-to-face engagement with overseas markets; such an important physical connection for different cultures seeking to communicate with one another. Brexit created barriers in exporting to the EU. More recently, the war in Ukraine has disrupted the supply of goods and, therefore, exporters' ability to fulfil their orders on time.

If it was to build back its order book in the shortest time possible, the business knew it needed to become more creative in opening up new opportunities.

The Solution and Impact

As a member of both East Midlands Chamber and Business Peak District, the business is fully aware of the benefit of community and tapping into a vast reservoir of local knowledge.


Through its workshops and webinars, D2N2 Growth Hub acts as a vital entry point to such expertise. One such example is its series of peer networks. Keen to develop in her role as leader, Peak Translations' Managing Director, Helen Provart, decided to join the Women in Leadership peer network. The network promoted, amongst others, different approaches to finance, HR, processes and marketing. Most importantly, it provided a valuable sounding board, with honest feedback and support offered by other members of the cohort.

The peer network also presented an immediate commercial gain, with a fellow peer business signing up for Peak Translations' services.

Having had such a positive experience, Helen decided to sign up for a second peer network, this time on International Trade. Its benefit has been two-fold. Firstly, to Peak Translations as an importer (of services offered by translators and interpreters based overseas) and exporter (to businesses outside the UK) in its own right. Secondly, to gain a better insight into how the business's services could be adapted to meet the needs of its exporter clients.


Learning has not stopped there. The business's Digital Marketing Assistant has attended various workshops on email marketing and social media, with the aim of widening reach to new audiences.

www.peak-translations.co.uk



“We know running a business can often be lonely. It's great to hear D2N2 Growth Hub's peer networks and workshops have been so well-received by Peak Translations, and that participating in the peer network has already brought commercial rewards.”

Paul Stuart
Head of Enterprise, East Midlands Chamber



“When you're the MD, everyone expects you to know all the answers! That's clearly not the case and D2N2's peer networks have been such a wealth of information to tap into. I know my Digital Marketing Assistant, Emily, has found the D2N2 marketing workshops equally as useful. Overall, it gives me the reassurance that we are keeping up to date with the latest trends and are learning from the experiences of others.”

Helen Provart
Managing Director