

# CASE STUDY - STENCIL

Learning, sharing and maximizing upon opportunities

# STENCIL



## KEY POINTS

### Support Received

- Webinar support
- Peer Networks

### Outcome

- Upskilling the business
- Peer Networks enabling evaluation of the business, networking and opportunities to learn from peers

STENCIL is a multi-discipline creative agency based in Nottingham helping businesses grow through design. They work in multiple sectors, across varying jobs and with clients that are both local and international. With a growing reputation that is powered by purpose, STENCIL offer accelerated meaningful opportunities to young creative types and business behavior is informed by that maxim. The business is in its fifth year of existence and the studio is undeniably a place where opinions are respected, every person valued, and a good idea is a good idea, regardless of genesis.

The Growth Hub webinars and access to the Growth Hub Peer Networks Programme has proven to be one of the biggest positives to eventuate from the last 18 months. The sessions offered some formal business instruction to support the experience accrued by the business owners over many years. The Peer Networks meetings provided a safe space for all participants to explore big picture questions around their businesses. And as every business leader appreciates, these broader opportunities for development aren't ones that necessarily present themselves during the regular working week. In short, lots has been learned at STENCIL, and shared.

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*We've grown as a business by - we believe - doing good work for great clients, all driven by our overarching purpose. Ensuring that staff members develop as all-round team players is part and parcel of that growth. Trust is huge. And to do this successfully, it's also on the senior team to support them in their understanding. STENCIL's Art Director, Vicky Elwick, does a lot of the day-to-day heavy lifting in this regard. Coordinating the work of full-time team members and also with regards young people on placement, primarily students from Confetti. Two of these talented executives have recently ended up staying with us in permanent roles.*

**Andy Afford, Managing Director**

[info@d2n2growthhub.co.uk](mailto:info@d2n2growthhub.co.uk)

0333 006 9178

[www.d2n2growthhub.co.uk](http://www.d2n2growthhub.co.uk)