

# CASE STUDY - Stevie Davies Glass

## The Art of Upskilling for Growth



### KEY POINTS

#### Support Received

- Webinar support
- Adviser support

#### Outcome

- Upskilling for business growth and resilience

Stevie Davies Glass is a Derby based contemporary glass business specialising in warm glass processes to create distinctive art, sculptures, home décor and jewellery. As a sole trader, Stevie has worked hard to develop her skills within her art by gaining a BA in Contemporary Decorative Crafts from the University of Lincoln in 2007. Since then, she has pushed herself and the business to gain a number of commissions, large scale projects and to even launch her own workshops. Stevie's devotion to the material, experimental approach to kiln fusing techniques, love of colour and texture gives her signature style an alluring aesthetic which is sure to start a conversation.

Stevie contacted the Growth Hub for opportunities to support her in thinking about a more broad range of business needs, such as branding and marketing. She wanted to learn skills outside of her own expertise in her art that would help to make the business more resilient and sustainable.

This support was delivered by the Growth Hub in the form of our comprehensive webinar programme available to businesses. Stevie attended several webinars including the following, just to name a few: Enhancing your brand through storytelling, maximising your email marketing skills, how to use Facebook and Instagram ads to attract new clients, boosting emotional resilience and what's new in social media. Support was also provided on a one to one basis by a dedicated Growth Hub business adviser.

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*I find the creative development side of my arts practice has naturally grown but it can be rather isolating. Finding the opportunities that D2N2 offer has enabled me to look at a broad range of business needs, spend time learning about aspects of social media, marketing and branding which I previously haven't considered. Learning new skills or, often, where I need to seek to hire others to make my business more resilient and sustainable moving forward.*

**Stevie Davies, Stevie Davies Glass**

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