

Enterprising Coventry



ENTERPRISING COVENTRY AND GPSVISION A WINNING TEAM



A local business that provides Organisational Development Services with a focus on Return on Investment (ROI) has recently won a Welsh and UK award at the National Training Awards in Cardiff.

GPSVision based at the Coventry University Techno Centre has come a long way in such a short period of time. Last year when Patrick Taggart and Gail Sheppard were looking for some guidance with the development of GPSVision's marketing strategy, they turned to one of the Enterprising Coventry coaches Vernon Bailey for assistance.

Patrick and Gail enlisted Vernon to provide expert coaching to enable GPSVision to produce a professional marketing and promotional tool which could then be used to develop significant business opportunities in line with their growth strategy.

GPSVision contacted Vernon again earlier this year for assistance with New Product Introduction (NPI) to help with the launch of their new Odyssey software system. Aimed at Mid to Large size businesses it provides a methodology for evaluating a company's Return on Investment.

The support from Coventry City Council culminated in a very successful year for GPSVision when at the National Training Awards, they came up against some tough

competition but were able to demonstrate some very impressive ROI figures to the interview panel. The panel were particularly impressed with the win-win scenario of one of GPSVisions clients, Monmouthshire Housing Association. The association made in excess of £100,000 worth of savings as a direct result of investing in a program to develop their line managers at a time of significant change. In addition 13 managers have been awarded a Chartered Management Institute Diploma in Management and joint ACUA qualification.



Patrick commented "We really valued the assistance from Vernon in helping us develop our marketing strategy, his wealth of experience and knowledge has enabled us to deliver excellent business results. Vernon was also instrumental in encouraging us to write our first book on the subject of ROI which has been very well received. We are now looking forward to attending the National Training Awards in London on 1st December where we have been nominated for the best education and training provider across the UK".

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