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THE POWER OF MENTORING

POLLY WILLIAMS, THE DESIGNERS' ADVISOR AND FOUNDER OF CAMBERYARD, DISCUSSES MAKING MENTORING WORK FOR YOU

WHEN IT COMES TO CREATING AND GROWING YOUR DESIGN BUSINESS, QUITE SIMPLY, WHERE DO YOU NEED HELP?

It's no secret that the key to success in business is a wild variety of talent. Of course, you need that creative flair to establish your company initially, you must also understand how business works and how to grow and expand. Examining what you don't know leads you to an understanding of all that you need to know in order to run a successful design business.

At Camberyard we believe this lies in strategy and mentoring. Often when we launch a company, creativity, pitching, winning clients and staff management all take precedence over having a clear plan about where, why and how you are building your business.

We think that once you have laid the foundations of your design business, it is constantly necessary to stop, analyse, adapt and grow. We like to work with our designers to provide them with a clear marketing and business strategy, or to lay the foundations of their design company and then

work with them to realise their goals. Recently, a designer came to us for advice. Having spent the last five years building her company, sourcing clients, employing staff, day-to-day running, she now wants to take her company to the next level. But she lacks the insight to see how. So the key here is to ask a series of important questions:

What really motivates you?

What makes your company unique and successful?

What are your strengths and weaknesses?

Where is your company now and where would you like to be in one, five or ten years' time? Do your social media platforms and website reflect the true sense of your company and your USP?

Where are the areas you lack confidence, how would you like to grow as the owner of a thriving interior design business?

I find it difficult to describe the power of mentoring, it really is about peeling back the layers, encouraging and helping designers to harvest the skills, which they already have. The wonderful thing about mentoring designers is just how creative and passionate they are.

So our approach is to focus on a 360-degree framework, which takes you to the next stage: PR, social media, web design, marketing and business strategy, networking, collaboration and trade shows. It is essential to look at all these areas as a whole, and break them down into fractions of action! Do you need to hire or fire? Do you need to grow or consolidate? Crucially, are you where you want to be in this ever-expanding market place? That's what we're here to help you discover. We enjoy studying all these areas, and more. We love to look at collaborations, we love finding out your USP and we love introducing you to the Camberyard family. We join the dots for designers with our unique portfolio of talent across the industry; we ask the questions you never knew were relevant, and together we find the opportunities and answers.

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