

Case Study: Posture People

Posture People, based in Hove, near Brighton, are specialists in ergonomic office furniture. The family-owned company helps people who are struggling to sit comfortably and creates spaces people love to work in.



The Challenge

Having achieved the milestone of an annual turnover of £1m, husband and wife team Jo and David Blood, Posture People's founders, had ambitions to grow further. But they needed focus in order to avoid the mistakes other companies made at this crucial time.



Jo Blood, director of Posture People said:

"After the peer-to-peer mentoring, I'm now confident in my ability to manage my business. I always felt a little bit of an impostor beforehand. I now have the knowledge that we are a well-run company."

The Impact

After a meeting with Growth Hub account manager Ryan Davies, Jo signed up to the Escalator Programme, which is designed to provide tailored support for businesses with significant growth potential.

She met regularly with six other business owners in an open forum discussing key issues and coming up with solution.

"The next time we'd meet, we'd discuss whether things had moved forward. So you had to be prepared. Having the opinions of six other entrepreneurs was really valuable."

"Coast to Capital Growth Hub is an incredibly useful platform. Working with them can lift your business up to the next level."



Jo also benefited from a workshop on launching new products.

This was timely as an [online display screen equipment \(DSE\) tool](#), which evaluated workers' seating and posture, was in the starting blocks.