



# COLLABORATE

YOUR WAY TO  
SUCCESSFUL  
GROWTH

[www.signalbizhub.org](http://www.signalbizhub.org)



# Collaborating for Success

Emma Selby

**SiGNAL**

When we  
work together  
to achieve  
mutual goals  
great things  
can be  
achieved

**SIGNAL**



# Why is collaboration important for small business?

**SIGNAL**

How many  
small  
businesses in  
the UK?  
How many  
micro?  
How many  
failures?



# Some statistics

75% of all businesses are sole traders (SOLO)

95% of all businesses employ less than 10 people (MICRO)

99.9% of all businesses employ under 50 people (SME)

**The vast majority of the 5.8 m businesses in the UK are sole traders.**

**SIGNAL**

- \*all stats from FSB and Simply Business
- <https://www.fsb.org.uk/uk-small-business-statistics.htm>
- [www.simplybusiness.co.uk](http://www.simplybusiness.co.uk)





- Annual failure rate of small biz in the UK is 10.8%
- Pre pandemic forecast was for 632,889 UK businesses to close in 2020

# No one can build a business alone Why?

You need additional skillsets

Because you don't have all the skills needed

You need back up

In case you can't work for some reason

You need support

For those challenging days

You need customers and fans

And the time to build these relationships

You need new opportunities

Because that's how businesses grow



**SIGNAL**

# What is collaboration?

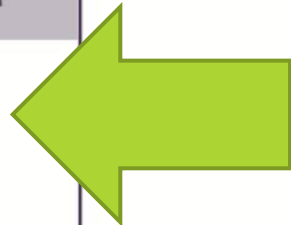
- ▶ “**Collaboration means** 'to work with another person or group in order to achieve or do something'.
- ▶ In business: 'coordinating the efforts of different people to provide goods and services
- ▶ The more the merrier.....

**SIGNAL**





 <h1>My Growth Planner</h1> <p>Each section also corresponds to a BiZHUB monthly topic in 2020 See the Year Planner for dates of forthcoming BiZHUB sessions</p>					<p>To use this planning tool effectively download our FREE 27 page guide: <a href="http://signalbizhub.org/mgp">signalbizhub.org/mgp</a></p>				
Delivering Value February 2020	Ideal Customers March 2020	Marketing 101 April 2020	Business Costs May 2020	Increasing Sales June 2020					
	Collaboration July 2020		Social Media August 2020						
	Productivity September 2020	Communication October 2020	Business Support November 2020						



July 2020  
Key Content  
Collaboration

# Early collaboration

- ▶ Since the dawn of time people have collaborated with each other to increase their safety and their chances of survival

**SIGNAL**



# It's a question of trust

**SIGNAL**



# A safe space





# Recent Collaborations

Ace Cleaning and Red Roofs Cleaning

- Sharing skills

Coconut Blue and Tatty Goose

- Sharing resources

Dowells Carpentry and Bordon Bespoke

- Sharing customers

Rylands Research and Hogmoor Distillery

- Pairing materials and skills

**SIGNAL**



**LEARN • INSPIRE • GROW**

# Who am I ?



As many of you will know I am the founder of SiGNAL and I also founded the Farnham Hub back in 2013, which was to be reincarnated in its current and superior form, the SiGNAL BizHub



# Who am I ?



During the Covid - 19 Crisis – April to June 2020

18% - increase in BizHub customers (59 at end June)  
266% - increase in workspace enquiries (22 in June)  
250% - increase in social following (8895 end June)

SiGNAL spearheaded a popular digital campaign to coordinate local 3D printers and delivered 1000 x 3D printed Visors to the NHS

*I did not manage any of this on my own.*





Community First  
making life better for everyone



# W&B

# WHITEHILL & BORDON

## REGENERATION COMPANY



BLOG 4 YOU

**blucando**

MAKING TECHNOLOGY WORK

Cleaning







THE ROYAL EXCHANGE  
PUB & DINING

Community First  
making life better for everyone



prise



WE LOVE 2  
BLOG 4 YOU

blucando  
MAKING TECHNOLOGY WORK

ACE  
Cleaning

This Photo by Unknow or is licensed under CC BY-NC



PAW  
design

# What can we learn from this

Know your vision

- This means you are always headed in the right direction

State your goals clearly

- Then you will know who to collaborate with to help you achieve them

Know your platforms

- There are many amazing platforms to collaborate from – learn them and use them to break down barriers (Twitter is amazing)

Look at your existing relationships

- how could they move you closer to your goals?
- How could you help them move towards theirs ?

Identify threats and weaknesses

- Is anyone missing from your matrix? Who are they?

# Some ways you can collaborate

- Social media shoutouts
- Comments
- Responses (retweets, shares)
- Twitter parties
- Directory posts
- Recommendations
- Thank yous
- Testimonials

- Co hosting events online
- Sponsorship
- Probono
- Speaking at events
- Local meetings / causes
- Guest blogging
- Interview posts
- Podcasting
- Webinars

- Trade Bodies
- Mastermind
- Outsourcing
- Hiring
- Joint Venture
- Mergers and Acquisitions





Lord Young Now is the best | Small Business Saturday | Search results - Contracts | Signal - Cow

spaces-in-hampshire

tenboard

If you haven't explored this way of work yet, here are 10 coworking spaces in Hampshire to try out.

## 10 great coworking spaces in Hampshire

- 1. SIGNAL, Bordon**

SIGNAL is one of Hampshire's newest coworking spaces, providing local business owners, freelancers and entrepreneurs with an important hub in Bordon. We offer a free coworking space with desk and meeting room hire available too. As well our inspiring coworking and office spaces, we also have maker rooms, techie rooms and a wellness room for different users. Our focus is not just on providing people with somewhere to work, but also somewhere to grow their businesses, whether they're a tech start up, maker, consultant, therapist or any other small business. We're big on education, collaboration and innovation, and offer a variety of business support as well as a desk.

[Find out more here.](#)
- 2. BASE Bordon Innovation Centre**

Another new coworking space also in Bordon is BASE at the Bordon Innovation Centre. This space is aimed at start-ups, SMEs, and high-growth businesses and has a choice of monthly desk hire in a shared office, or you can work from the business lounge for a daily fee. BASE also has serviced office spaces to let as well as a variety of corporate meeting rooms. Monthly desk hire starts at £180 p/m, and business lounge access is £10 p/d. [More details here.](#)
- 3. Innovation Space, Portsmouth**

More shared office and coworking spaces are available at the Innovation Space in Portsmouth. Here you can hire a hot desk for up to 10 days per month, rent a full time dedicated desk or alternatively your own private office. Business support is also available from this location. [For prices click here.](#)
- 4. DeskLodge, Basingstoke**

# Quick collaboration Ideas





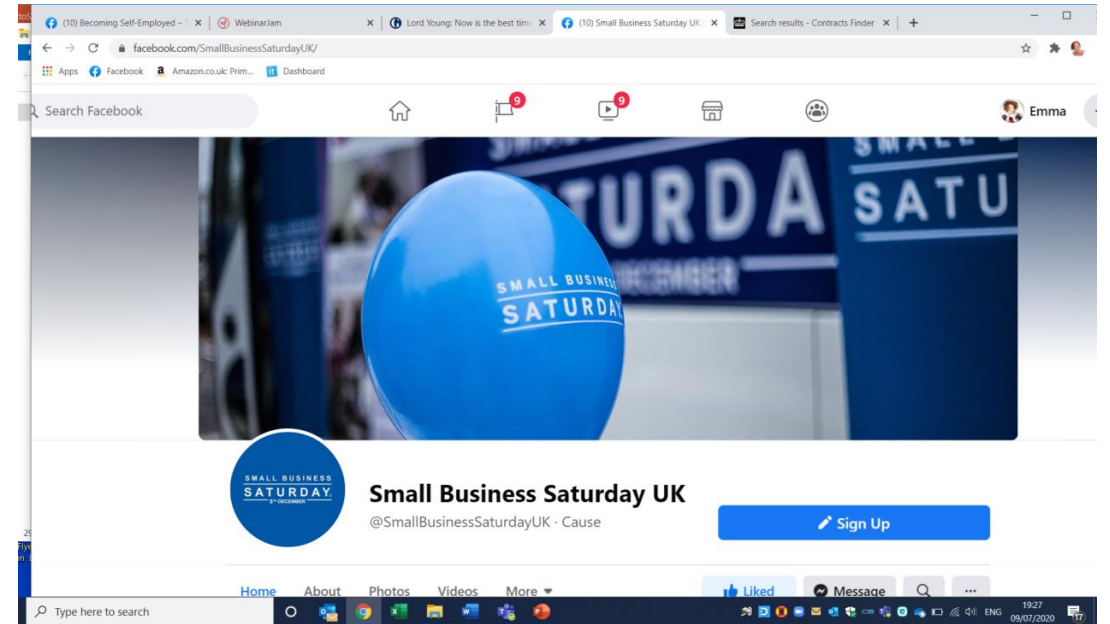
# SiGNAL Radio!

INTERVIEW LOCAL BUSINESSES AND STAKEHOLDERS

**SIGNAL**



**LEARN • INSPIRE • GROW**



facebook.com/freeworkspace/posts/664033997721035

Amazon.co.uk: Prim... Dashboard



Signal

April 7 · 🌐

SiGNAL is launching a brand new Linked In Local - on Zoom! Get to Know our LinkedIn Connections and book you spot now!  
It's a free event so what are you waiting for? Click on the link below to find out more!

**LinkedIn Local**  
**Alton & Bordon**  
Meet the people behind the profiles  
**ONLINE LAUNCH EVENT**  
**TUESDAY 21<sup>ST</sup> APRIL • 7PM**

EVENTBRITE.CO.UK  
**LinkedIn Local Alton and Bordon Online**  
Get to Know our LinkedIn Connections

Facebook browser tabs: (10) Becoming Self-Employed - T, WebinarJam, Lord Young: Now is the best time, (10) Facebook, Search results - Contracts Finder

URL: facebook.com/FederationOfSmallBusinesses/photos/a.173582051584/10158320129896585/

Post by **fsb Federation of Small Businesses** (July 3 at 3:27 PM)

Good luck to the small businesses who are reopening this weekend!

Thank you for safely supporting small businesses in any way you can, share a photo with **#SupportSmallBusinesses** and tag us if you are visiting a local small firm this weekend 🍀

43 likes, 19 Shares

Write a comment...

**I'm supporting small businesses**

COVID-19 SUPPORTING SMALL BUSINESSES fsb #SupportSmallBusinesses

Windows taskbar: Type here to search, 19:31 09/07/2020

**After the  
break**

**Collaborate  
and  
Discover**

**SIGNAL**

Workshop session – collaboration in groups

SWOT analysis  
Competitor analysis

What's missing from your matrix?





# SUMMARY



Know your vision and set clear goals



Your business is a matrix of relationships with you at its centre



There are no longer any physical barriers to collaboration with anyone in the world

## Ways to Collaborate if you are a Small Business or Sole Trader

Collaboration is key if you are a small business as it can amplify your reach, plug gaps in your resources and increase your resistance to threats.

Here are some ways that you might consider collaborating with other businesses in your space for mutual benefit

Preparation:

- Be clear about your goals – articulate them somewhere, preferably in a vision and mission statement on your website and social platforms where people can easily see and understand them
- Make a list of influencers and people you would like to get to know – people that will help you combat weaknesses and who can help you move closely towards your goals

Then try any of the following quick wins:

- Comment on their posts
- Respond to their output (retweet, share)
- Compile a directory post where you list some of them and their attributes in a blog, then tell them about it
- Find them on Linked in and Twitter
- Look at what hashtags they use (are they attending any Twitter hours? You can easily see in their feed) and what groups they are in – join the group if you can.
- Find out what online networking they do and join in
- Ask them for advice

If you have a bit more time to invest consider the following collaborations

- Offer to co host an online networking event, or a twitter hour
- Start a facebook group the people you have identified
- Offer to write a guest blog for them
- Offer to speak at their events
- Interview them for a blog or podcast
- Invite them to collaborate with you on a project

If its skills you are short of consider the following

- Outsourcing to a company like People Per Hour
- Delegating to a professional support person, a VA or a bookkeeper
- And of course, consider hiring in some talent – and always choose people who can do things you cant do!

I hope that gives you plenty of ideas of how to collaborate – do let the team at SiGNAL know if any of them are successful for you and we will share on our platforms! Contact [work@signalbordon.org](mailto:work@signalbordon.org) with any queries or feedback. Many thanks, Emma