

Innovating in a Mature Market Helped by ISfB Workshops

CASE STUDY



SYLO

ASSOCIATES

Making HR work for you

With the employment landscape changing so quickly and the “war on talent”, every business has HR issues of some kind; they must bring out the best in their people. For 10 years, that has been a boon to Thame-based HR Consultancy, SYLO Associates, whose team of experienced HR experts provide tailored people solutions and advice to clients whatever size and sector, locally or nationally.

Recently they have reviewed and changed some of the ways they support clients after engaging with the Innovation Support for Business (ISfB) programme run by OxLEP Business. It has brought some immediate results with the company winning SME of the Year at The South & Vale Business Awards for South Oxfordshire.

Innovations that are ready to meet the changing workplace environment

SYLO have engaged with the ISfB programme aimed at SMEs who want to innovate or simply ‘do things differently’. The result has been a re-focusing of their plans to grow. They have reappraised not only what they deliver, but how they are going to deliver it. Director Sally White says: “As an established business, we are always looking for new ways of providing professional HR expertise.”

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Ideas emerged from ISfB workshops

SYLO (which means 'Sort Your Life Out') find themselves constantly working to deliver to a growing roster of clients, but they also recognised the need to look at their business with fresh eyes. The Directors attended an ISfB workshop about applying the design thinking approach to product and service development and met with an Innovation Advisor.

According to Sally, the workshop provided a good balance between theory and practice and some great hands-on sessions working through some challenges.

"They really struck a chord with us. It gave us some big insights. Hearing about other businesses and their journeys and experiences was really valuable too."

"The impact was significant" explained Sally. "We immediately wanted to ring some changes, so we stepped back and reviewed our path forwards". Both Sally and her co-Director, Sarah Stevens, began to implement some new innovative approaches. They solicited customer opinion with a survey and began to see the sectors they work in differently. Sarah said: "As a consequence, we have innovated and changed the way we do business and how we support customers. We have made a start and have plenty more changes in the pipeline."

“ The way all of us work is evolving. It is inevitable. For us it means changing how we deliver things like training, to be ahead of this world our clients are going to face. ”

The value to SYLO Associates

Sally White says the innovative processes they are rolling out align to the changing nature of all our working lives: "How we work is evolving and so it means changing how we deliver things. We specifically attended the workshops to consider how we could deliver our training in a more innovative way, which includes the use of diagnostic tools. We want to specifically target our training to match actual people development needs. We are now committed to being ahead of this changing world that our clients will face, and we at SYLO need to be sure we are always meeting our clients' HR needs. For example: Artificial intelligence (AI) is certainly going to cause a shift in employment in creating a demand for softer skills. How we support businesses in that arena will need us to innovate more in the future too."

About SYLO

Based in Thame, SYLO Associates deliver tailored HR support for companies all over the UK. They provide a complete range of people management services, making it easier for their clients to concentrate on other aspects of their businesses. Their mission is clear enough – SYLO is short for 'Sort Your Life Out'. Providing tailored HR advice, their services include employment contracts, psychometrics, recruitment and training as well as challenging issues such as reorganisation, grievances and disciplinary processes.

Find out more about SYLO at
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Find out more about OxLEP Business' Innovation Support for Business (ISfB) programme and how it can help your Business to achieve its own goals.

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