



# SYLO ASSOCIATES LAUNCH A NEW SERVICE HELPED BY ELEVATE WORKSHOPS

**SYLO Associates delivers HR support for companies all over the UK. Based in Thame, managing people is their business, making it easier for their clients to concentrate on the day job.**

Their mission is clear enough – SYLO is short for ‘Sort Your Life Out’. Providing straight forward HR advice, their services include employment contracts, psychometrics, recruitment and training as well as challenging issues such as reorganisation, grievances and disciplinary processes.

The company has used support from the OxLEP Elevate Programme to launch a new service as part of its plans to grow. As Director Sally White says: “As an established business, we are always looking for new ways of providing professional expertise.”

## Growing their business

Like many businesses, SYLO Associates recognised it was important to spend time developing their growth strategy rather than just relying on organic growth and providing the day-to-day service for their clients.

Co-director Sarah Stevens comments: "We began attending OxLEP Business Elevate digital marketing and sales for growth workshops. In fact, the half-day session on launching a new product really captured our imagination. It prompted us to change our approach to digital marketing and encouraged us to focus much more on marketing and sales."

The support from Elevate has led to them bringing forward their plan for a new service for retained clients after identifying a market opportunity amongst businesses wanting their outsourced HR, health, safety and legal services all under "one roof".

## What next for SYLO Associates?

The grant is being spent launching EVOLVE. The company is creating a new website and has a programme to generate online leads.

Sally continues: "It's exciting seeing a new product coming together. I think it's fair to say we would not have had the confidence to commit to this new area without the Elevate programme support."

“ With the encouragement we had, we have been able to create a combined HR and legal solution – giving us new momentum to move forwards and further scale up our business. ”

## Advice to other start-up ventures?

"Our experience is that by focusing on what you do well, you will build your client base. But don't get blinkered. For us, looking to develop and launch a new product, has been really positive. Taking the chance to grow was definitely the right thing to do."



**SYLO ASSOCIATES**

sylo-associates.co.uk

e: enquiries@sylo-associates.co.uk

t: +44 (0) 1844 216290

Find out more about OxLEP Business and how it can help you achieve your own goals

W: [oxfordshirebusinesssupport.co.uk](http://oxfordshirebusinesssupport.co.uk)

T: 01865 897181

E: [enquiries@oxfordshirebusinesssupport.co.uk](mailto:enquiries@oxfordshirebusinesssupport.co.uk)

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