

PORTFOLIO





We provide bespoke business development solutions for streamlining and enhancing customer acquisition, with a particular focus on digital branding, marketing, automation and fulfilment. Development is provided through consulting, done-for-you digital processes, workshops and training.

Development Includes:

- Redesign of customer acquisition
- Digitalising marketing and sales processes
- Creating online content and strategic websites
- Branding innovation and implementation
- Email marketing automation
- Social media branding and advertising

Website: www.discoverchangeltd.com

Online platform: www.idiscoverchange.com

Testimonials: www.discoverchange.ltd/testimonials



Consultant Details:

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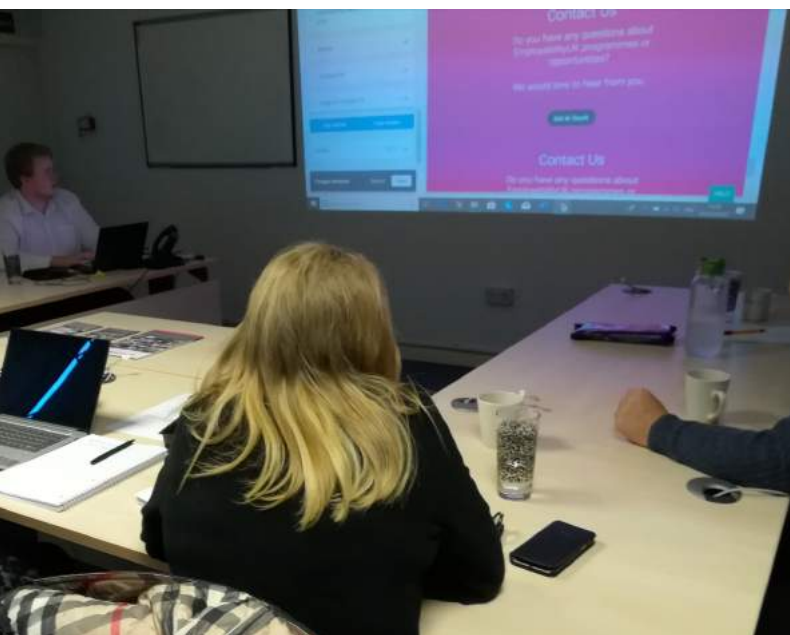
Phone: 0121 405 5005

Bio: www.discoverchange.ltd/susannes-bio



Project Outline

The client had been planning to make staff induction and learner engagement more efficient, particularly as the charity had rapidly grown and demand was challenging to handle at times. After careful needs analysis, DiscoverChange created an online platform that successfully caters for both objectives. The new system allows volunteers and staff to be digitally acquired and inducted, as well as for learners to continue their learning and development after EUK workshops are delivered. Additionally, pages have been carefully designed to raise awareness of EUK services and social media campaigns were put in place to effectively drive traffic to relevant pages. This has enabled the charity to interact with the target audiences in a highly efficient and scalable manner. DiscoverChange also facilitated comprehensive staff training to manage the new platforms.



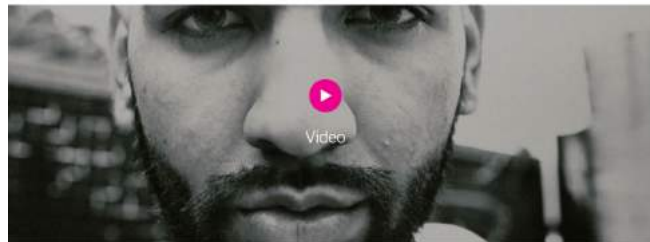
Development Consisted Of:

- Regular business strategy sessions
- Design digital learner journey
- Creation of online training platform
- Content design and copy writing
- Design of digital volunteer induction
- Leverage existing stakeholder successes
- Comprehensive training and technical support

"The team at EmployabilityUK were looking to develop an online tool to better support our learners on their journey to employment and also provide resource and information to our existing volunteers. Susanne and Ed put together a clear strategy on how this would be done and kept us involved throughout the development journey, with regular feedback throughout. It has been a fantastic experience working with the DiscoverChange team and the completed project reflects the vision we had for the Portal. Di Vernon said "We would highly recommend DiscoverChange to any business organisation looking to develop their online platforms. They completely understand the brief and deliver a fantastic end product".

EmployabilityUK

Hello and Welcome to the
EmployabilityUK Portal



Here You Will Find

- ✓ Resources and advice for students
- ✓ Guidance and training for EUK volunteers
- ✓ Information about what we do at EmployabilityUK

"Education is the passport to the future, for
tomorrow belongs to those who prepare
for it today." - Malcolm X

Resources and advice for Students

You have attended the EmployabilityUK programme and this is where
we help you to continue that journey by giving helpful reminders,
practical signposting and relevant insights into the world of work.

[Take me there](#)



"Share your smile with the world. It's a
symbol of friendship and peace." - Christie
Brinkley

Guidance and training for EUK volunteers

We design bespoke employability skills programmes for businesses
with high quality employee volunteering opportunities. With something
for everyone, no matter what your own job may be, our programmes
are fun and rewarding, giving you the flexibility to decide how much or
how little time you want to give. Discover more about what
volunteering includes and how to get started.

[Take me there](#)



"Strive for progress, not perfection."
unknown author

Information about EmployabilityUK

EUK is an education charity. We were established 5 years ago and in
that time we have delivered over 2500 interventions to over 500 young
people.

We bring first class professional employability skills to schools,
colleges and youth organisations. We offer support and fresh ideas,
ensuring we can offer the very best employability skills training with
practical experience.



"If you Believe in yourself anything is
possible" - unknown author

Contact Us

Do you have any questions about
EmployabilityUK programmes or
opportunities?

We would love to hear from you.

[Get in Touch](#)

Project Outline

The client wanted to create and improve online processes that bring enquiries and qualified prospects. This involved reflecting on the customer journey and creating value-driven downloadable content that responds to customer needs. DiscoverChange improved Marell's website layout, content and graphics to be more user friendly and to properly leverage and showcase previous customer successes. Social media profiles were created to reflect on particular expertise within the industry, and consequent social media posts immediately raised awareness and interest within Marell Consulting's ideal customers – leading to enquiries and new contracts.



Development Consisted Of:

- Refining of the business concept and sales funnel
- Created an automated email marketing campaign
- Improved the content of existing marketing emails
- Visually improved the resources given to customers
- Evaluated and improved the company website
- Created a company Facebook page
- Supported with external training workshops
- Social media posts and images
- Showcasing customer testimonials and successes

"I signed a contract with DiscoverChange because I was struggling to get new clients. We began with an intensive half day session during which Susanne asked me everything about my business and through discussion led me to a clear map of my sales funnel; helped me clarify my product offer; priced up my service packages. Susanne and Edward helped me to create an effective marketing strategy, improved my website, created me a Facebook page and online training platform, set up a lead generation and 121 booking process, and even provided 121 support in my live workshops. They also helped to schedule professional and branded posts, and I got my first enquiry almost immediately - he is now a client. If you are struggling to get more customers, I would recommend DiscoverChange, Susanne and Edward. Great job guys, thank you!"

Ellen Mukwewa

NEWS

Here you will find the latest DfE and Ofsted news that has an impact on Non-Association Independent Schools. You will also find relevant articles and blog entries.

In a climate of constant change, it can be challenging to keep up with it all while managing the daily operations of your school. We will tell you about changes in legislation, guidance, and advice that affects your school through:

- Brief notifications on Twitter
- Detailed articles on LinkedIn
- Monthly newsletters

We will also tell you how the changes will affect your daily operations and what you can do to meet new regulations through customised in-house or external training workshops.



Notifications

We will tell you about changes in legislation, guidance, and advice that affects Non-Association Independent Schools. Notifications are made via Twitter.

Follow us

Articles

Here you will find a variety of articles about topics that will interest school leaders and teachers. These articles are also featured in our monthly newsletter, on LinkedIn, and on Facebook.

Read More

Newsletter

Here you can sign up and also get copies of our monthly newsletter - What's New? Each issue contains news stories, articles, free resources and a book review.

Sign Up

Blog

Here you will find a blog about the director of Marell Consulting Limited and interesting stories about her work.

Visit Blog

School Improvement Consultants

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Sign Up To Our Monthly Newsletter

You can now subscribe to our newsletter for the leaders of Non-association Independent Schools. Titled "What's New?", it includes a roundup of the latest news in education, Ofsted and the DfE. This helps you save a great deal of time and prepare for inspection efficiently and systematically.

You will also receive a free guide: 4 Steps to Compliance with Independent School Standards

First Name *

Last Name *

Email Address *

School Name

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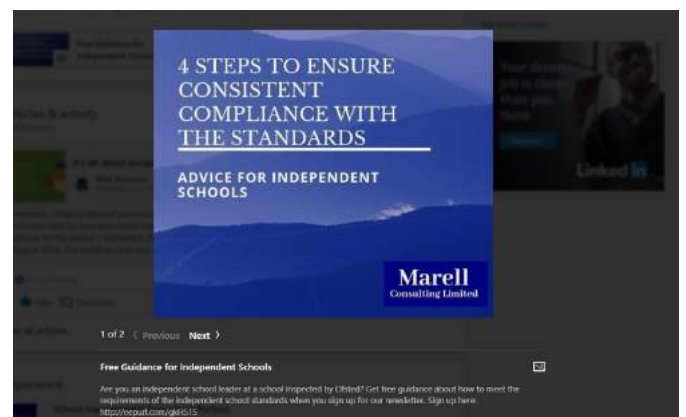
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Subscribe



Marell Consulting Limited

8 April 2019

"I advertised for someone to offer me technical education knowledge and understanding after being commissioned to support a school that had been rated inadequate by Ofsted. I interviewed a number of people, but Ellen gave me the greatest confidence in her understanding of the inspection process and of her knowledge of the Independent School Standards and education more generally. That was almost two years ago and the school has moved from strength to strength with her input and support."

Peter Barnes - Chairman, Merton School



www.marellconsulting.co.uk

Project Outline

The client wanted to launch a brand-new concept that enables company directors to network and enhance their professional development. DiscoverChange created a new Facebook business page and new online profiles to reflect the offer, and a new online membership platform was created to support leaders with their professional development – this is an automated sales and fulfilment system where members can independently learn and develop. Social media engagement strategy was carefully designed and implemented that led to hundreds of successful event bookings, and Peer Genius continues to lead the way in innovative professional networking for company directors.



Development Consisted Of:

- Branding strategy and online profiles
- Social media engagement strategy
- Services creation and promotion
- Facebook page creation and promotion
- Membership platform design and creation
- Email marketing automation
- Online programmes and resources
- Event and public speaking support
- Partnership agreements creation

"I'd highly recommend this business development programme for others. I've had the idea of my networking business concept for a while but I didn't know how to commercialise it. I attended Susanne's branding and digital marketing workshop; it blew my mind and could see how passionate she is about helping individual businesses. So now having worked with DiscoverChange, I've organised numerous events and I have my website and a membership platform for subscription, meaning my business is now scalable, even to become nationwide! That means I can help many more HR directors and consequently their employees. It's been really useful to have our regular meetings and phone calls and how you really understand my business. I don't think I would have had the traction and success without DiscoverChange, thank you!"

Sarah Potter

Welcome to Peer Genius

Peer Genius provides a great opportunity to network with like-minded professionals within your sector, learn from expert speakers from leading brands and engage via digital membership platform. Our innovative and thought-provoking approach helps you to confidently and strategically achieve your professional and business objectives.

Join Our Next Midlands Event

Peer Genius facilitates innovative and exclusive events for business leaders with a mission to advance collaboration and professional development, showcase new technologies and build a community of like-minded professionals.

Peer Genius is run by Sarah Potter who is passionate about helping business leaders to connect and innovate. Her background is in HR and coaching on workplace performance. She has organised numerous networking and business growth events for a range of groups and organisations.

[View Upcoming Events](#)


Peer Genius

What Are the Benefits of Joining Live & Online?

- Free to attend
- Online and face-to-face interaction
- Mix of industries
- HR director level
- Validate and share what you know
- Learn new ways of working
- Tried and tested case studies
- No sales environment
- 20 min expert industry speakers
- Chance to debate and have round table discussions
- Easily accessible locations
- Chance to support others



Our Approach

Peer Genius is your Go-To industry expert for professional development providing:

- Peer networking in a range of UK locations
- Online resources and toolkits
- Monthly membership for continued support
- Opportunities for sponsorship
- Business development forums



As the HR leader, you are expected to:

The role of a HR leader and director is constantly changing. The world of work now evolves around digital and technological advancements, which has a significant impact on the roles and responsibilities of leaders, managers and employees.

Therefore, it's important to stay at the forefront of your industry and maintain your status.

- Be the go-to-person for your organisation's people needs
- Understand emerging technological advancements
- Deliver ROI on the organisation's people strategy
- Be a brand ambassador
- Ensure the organisation stays competitive
- Remain professional and resilient at all times
- Be the moral compass of the organisation

Peer Genius Membership

One-off Payment of £47 - 1 Year Access

Peer Genius provides a one-of-a-kind digital platform where you can access exclusive, thought-provoking and informative insight that is easily transferable into your professional life.

The resources, information and expert guidance allows you to reflect, strategise and implement the relevant ideas and methodologies to support your professional development, build your own resilience and efficiently achieve business objectives.

[Learn More](#)


Sarah Potter

Founder of Peer Genius

Sarah Potter is the founder and director of Peer Genius. Her vision is to challenge the status quo, connect like-minded people and embrace smarter and digital ways of working.

Sarah has extensive working background in Human Resources and recruitment. She has Master's in Human Resource Management and Level 7 ILM in Executive Coaching.

Sarah is passionate about supporting leaders to develop robust personal and business growth strategies. She has volunteered at universities (such as Birmingham City University) to speak and mentor future HR leaders as well as at CIPD as the Networking Project Lead.



Showcase Your Business at a Peer Genius Event

As a sponsor with Peer Genius, you will have access to:

- A 10 minute speaker slot to a captive audience of at least 10 decision makers
- A range of sectors to expand your reach
- The right audience to showcase your client success
- A subtle yet effective way to promote the benefits of your services
- A promotional video to be posted on an extensive Peer Genius social media network

[Read More](#)

Project Outline

The client wanted to enhance the brand and create new digital coaching programs and relevant marketing and sales processes. DiscoverChange helped to design and create webinars and social media campaigns, as well as implement a strategic email marketing follow-up system for new subscribers. With value-driven downloadable content and strategically designed sales pages and digital fulfilment, DiscoverChange helped to launch the first campaigns and the client was able to generate dozens of leads within a very short period of time. Due to increased brand awareness, the client now has a large and active online subscription and continuous public speaking engagements.



Caroline Doris Randell Bublik

27 August 2019

**Just wanted to post a huge
thank you to Susanne and Ed!
My first funnel has generated
20 organic leads. So exciting!
Just have to keep the
momentum going now 😊**

Development Consisted Of:

- Branding strategy and online profiles
- Social media engagement strategy
- Services creation and promotion
- Sales funnel design and creation
- Support with resources and graphics
- Email marketing automation
- One-to-one training and technical support
- Social media posts and advertising

"Over the past few months of working with Susanne and Ed at Discover Change, I've made more progress with regards to understanding my brand and how to help my ideal clients find me than I've made in the last 6 years I've been in business! Susanne makes the branding and marketing process not only simple but also fun and I've thoroughly enjoyed my meetings and calls with her. In my experience, working with a business coach can be a bit stressful but the Discover Change experience has been completely the opposite for me and has shown me a model of working with clients that I hope to emulate with my own. If you are feeling a bit "stuck" with regards to your business, I would recommend getting in touch with Susanne without delay: unsticking businesses is definitely her speciality! Thanks guys"

Caroline Bublik



Caroline Bublik, Lead Coach

I get a huge kick out of seeing my clients become the best versions of themselves and go on to inspire and support their families and friends to do the same. As a qualified Life and Performance Coach with oodles of experience and a burning desire to change the world for women like me, I run InspireMe Coaching to encourage and empower women to put themselves first, perhaps for the first time in a long time.

[Facebook](#) [LinkedIn](#) [YouTube](#)

FREE E-BOOK: 5 Steps to Midlife Mastery

- Get more direction and purpose
- Have a life plan that excites and energises you
- End procrastination and self-doubt
- Finally be able to stop worrying and start embracing midlife in all its glory so that you can be the woman you were born to be!

DOWNLOAD E-Book

Group & 121 Coaching

Support tailored to your life design

Masterclasses

Guidance to help you take charge of
your midlife

Online Courses

Learn how to create your own future

What Others Say About The Book

"Caroline's Steps To Midlife Mastery eloquently captures the "midlife" inertia we can easily lean toward when we find our assumed roles shift as our children grow independent of us. As a long time single working Mum I've found it pretty tough to make my own life about me rather than my wonderful girls and as they grow to be gorgeous independent young women I have questioned my own purpose in life. What do I want from my life? What are my own goals? I would recommend Caroline's insightful coaching to anyone - teaching and guidance offered gently and without patronising, it encourages a new way of thinking. Well worth the read!"

Eva Rawlins

Webinar Series: 5 Steps to Midlife Mastery



Join the 30 Day Challenge

Project Outline

The client wanted to launch a new concept that supports new entrepreneurs and start-ups with their personal and business development. DiscoverChange enhanced the existing website, launched a Facebook business page, and designed a comprehensive online membership platform to promote programmes and services. In the development of the processes, DiscoverChange has created numerous sales pages and social media marketing campaigns that have led to a large number of event and webinar bookings, along with an automated email marketing campaign that regularly communicates with subscribers. Due to increased brand awareness, the client has continued to benefit from public speaking engagement offers and has been offered international contracting opportunities.



Development Consisted Of:

- Business concept design and creation
- Support in workshop delivery
- Services design and promotion
- Public speaking training and resources
- Membership platform design and creation
- Social media posts and advertising
- Feedback on webinars and workshops
- Technical training for a range of platforms

I have been working with DiscoverChange for nearly 2 years now. DiscoverChange has helped TalentsBrand to implement so many processes in order to effect smart working as well as generating more leads thereby increasing income. Among many processes they have implemented for us are; Email marketing which was set up via Mailchimp and linked it to our website. They also worked on our Facebook page ensuring we follow the right marketing strategies. They did a remarkable work on our training platform. This was created from the scratch and now we have started making sales from this platform. Another great work by DiscoverChange was the face lift out our website which now looks professional and fit for purpose. Overall, DiscoverChange are highly professional in their dealings. They are passionate about their work with great attention to details. They have always worked to ensure that the solution provided fit your business needs. I also believe that their prices are highly competitive. I will recommend DiscoverChange if you are looking to transform your business digitally with process that works.

Favour Bolaji

Welcome to TalentsBrand

TalentsBrand is about bringing women together to bring the best out of them and helping them achieve their true purpose. We help women to build on their skills and talent to become successful entrepreneurs, and we do this by providing resources, organising workshops and events, and providing 1:2:1 training and support.

Our Mission

Coaching and training individuals and groups who want to unleash their potential and achieve their career, professional and business goals. The training is focused on empowering individuals to identify and build on their strengths and values, and becoming more effective in the work environment.

[Learn More](#)



About Favour Bolaji Founder of TalentsBrand

I am a public speaker, personal development coach supporting others to live life to fullest. I am supporting so many women entrepreneurs in starting and growing their businesses while enjoying what they do.

We work with many women who need clarity on their career path as well as those who are not happy with their career/business or basically need a change in their lives

[Learn More](#)



Starting and Growing Your Business Workshop

Cynthia Frimpong

I attended TalentsBrand workshop "Starting and Growing Your Business". The session was about how to start and Grow Your Business. Before today, I wasn't sure about how I can use my strength and passion to create a business but now I know how I can turn my passion into business. I previously find it challenging in thinking about what kind of business I can create, now I have realised that I can do many things with my strength and weaknesses.

I am determined to create a business within the next 2 weeks. I just want to say thank you to the trainer (Favour) for all the information received from this workshop.

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Stay up-to-date with TalentsBrand news and updates

Subscribe for our monthly newsletter and get the latest information about the do's and don'ts in business, our upcoming events and workshops, and free online training courses and resources

[Get started now](#)