Strategic Five Marketing: Lack Of Innovation And Skills Hinders Growth In British Businesses

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According to a new study, UK companies struggle to find the new rising star when it comes to recruitment, 18% of businesses are concerned that skills shortages will impact 2013 expansion plans. Ben Lambert, MD at Strategic Five Marketing, believes that businesses should provide opportunities for innovation and further education to enhance productivity, growth and profitability.

A study, conducted by the Grant Thornton International Business Report, reveals that 38% of British companies are struggling to find the right people, with 72% citing a lack of technical skills as the primary concern (smallbusiness.co.uk). Ben Lambert at Strategic Five Marketing says: “We are talking about almost three quarters of applicants, this is a significant number.” Ben Lambert therefore suggests immediate action and recommends UK companies provide people access to further education, qualifications and development in more varied areas of business. “A lack of skills and innovation will hinder growth, not just for the organisation but it will also have an impact on Britain’s economy”, explains Ben Lambert.

Many UK businesses may need to rethink their values and strategies in order to keep up with competitors. “Innovation is a mindset”, says Ben Lambert at Strategic Five Marketing. “Business owners need to be open-minded to enhance creativity and provide development opportunities to obtain specific business scenarios and achieve a competitive advantage.” The CEO of an electric-car network operator describes the innovation process as a spiral: “You have to raise your head above the clouds while keeping your feet on the ground... You are running out to the imagination part and going back to the engineering part.” Finally there will be a point when the imagination meets the actual available resources (ey.com).

In a culture of innovation, companies can generate winning ideas, which are the key to business success and growth. “Education and innovation enhance motivation and therefore productivity, which leads automatically to growth and profitability”, explains Ben Lambert. Strategic Five Marketing, an outsourced sales and marketing company based in Birmingham, offer a business development programme for contractors trading with their company. The programme allows participants to attend workshops on a number of business subjects including time management, territory management, leadership skills and sales techniques. Furthermore, “we love new ideas and the process of turning a great suggestion into a new strategy”, says Ben Lambert. Strategic Five Marketing’s success has proven him right. Ben Lambert summarises: “Innovation and education will encourage our next generation leaders to help the economy grow.”

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