



THE ALTERNATIVE BOARD  
*Shared Wisdom, Bottom Line Success*

# A Desire for More Flexibility LED TO BUSINESS OWNERSHIP

## HAVING A YOUNG CHILD AND WANTING TO WORK

at a senior level with the flexibility to look after her family, Rachel Goddard decided it was time for a change. This wasn't going to be accomplished by being an employee, so Rachel set up her own marketing and PR consultancy.

## IN THE EARLY YEARS, RACHEL WORKED ON HER

own, then started to bring in freelancers when appropriate and, eventually recruited a member of staff. Rachel has always invested in high quality personnel who attract high quality work and clients.

Business was going well until September 2008 when the world turned upside down for many businesses! Intandem's turnover halved almost overnight with the loss of two major clients. Rachel said, "Not only that, the market place was changing radically, especially in the world of PR with the introduction of social media and smartphones.

We battened down the hatches and focused on what we needed to do to be successful. Thankfully, I am glad to say that we can look back at that time and realise that what we learnt then has made the business stronger and helped us to flourish."

Two years ago, Intandem took on limited company status, moved to a new office and took on five employees.

***"Effectively we relaunched the business which gave the whole team renewed enthusiasm and resulted in our turnover doubling in the first year," said Rachel.***

"The TAB Board that I sit on is great! They are so objective. Their wise and savvy advice makes me think in a different way and I often take an alternative approach to challenges I have," commented Rachel. "But not only is their advice sound, we have fun at our meetings and my fellow Members are very good humoured which makes business even more enjoyable.



I have previously used a business coach but my TAB Facilitator really understands my business and team. He has run some of our strategy days which was useful to keep us creative-types on track and helped us to plan ahead better."

Rachel is, quite rightly, proud of being in business for 10 years and aspires that the Intandem team enjoys their work and by enjoying it, will generate fantastic results for clients. Her long-term vision is for the business to run well by delivering high quality communications for clients and, eventually, to be a little less reliant on her!

