Case Study – Keeping a growing consultancy moving

Pinpoint Marketing and LockSmith

The Challenge: Growing the business without getting bogged down in the detail

LockSmith is a successful and thriving specialist marketing capability business founded by Alex O'Rourke and Chris Lock. They help ambitious businesses unlock marketing performance by building the skills, behaviours and capabilities of their marketing teams – from Marketing Academies and practical training through to coaching, capability frameworks and immersive workshops. With decades of experience behind them and a growing portfolio of client work, Alex and Chris had plenty to keep them busy.

The challenge wasn't knowing what needed doing. It was having the time, headspace and operational capacity to keep everything moving alongside delivering the work, managing clients and growing the business.

What began as project and operations support has evolved as the business and its needs have changed, with Pinpoint providing flexible support across a range of projects and operational requirements.

The relationship has grown into something much more than simply taking tasks off a to-do list. Nicole is helping to keep the moving parts moving, anticipating what needs to happen next and making sure the detail doesn't get in the way of the bigger picture. Something she is proud of.

The Solution: Flexible project and operations support

Pinpoint provides LockSmith with project and operations support, working with Alex, Chris and Claire across a range of business requirements.

That includes the everyday things that keep a busy consultancy running smoothly – managing diaries, coordinating travel, organising meetings, keeping communication flowing through Slack and supporting the team with Asana and other systems. But it goes further than that.

Nicole supports client and delegate communications, research venues, organises workshops and events, manages delegate logistics and helps analyse customer feedback. She also supports projects, coordinates freelancers and associates, manages associate onboarding and availability, and helps make sure everyone involved in a project knows what is happening and when.

Behind the scenes, she also helps with the operational detail that can otherwise eat into a founder's day – from invoicing and expenses to organising equipment, keeping assets and shared files in order, organising celebration events, supporting with LinkedIn and supporting pitch decks and client materials.

The role is deliberately flexible. Some weeks are about keeping on top of the day-to-day; other times the focus shifts to a particular project, workshop, client requirement or deadline. This means Alex and Chris have someone they can hand things to, knowing they will be picked up, progressed and followed through.

Having supported LockSmith over an extended period, Pinpoint has developed a strong understanding of the business, its priorities and the way its projects operate.

The Result: More headspace, smoother delivery and a trusted extra pair of hands

The biggest result is simple: Alex and Chris don't have to do everything themselves.

Having Pinpoint involved means the operational and project detail is being managed alongside them, rather than continually competing with the work they are best placed to do. And Pinpoint can support the associates and their needs too.

Clients and delegates get timely communication. Workshops and events are organised. Associates know what is happening. Projects have actions and timelines being followed up. The small things get done – and the bigger things keep moving.

Most importantly, the support has evolved with the business. The support has evolved with the business, with the scope and focus of the work flexing around LockSmith's changing priorities and requirements.

For a growing specialist consultancy, having an experienced person in the background who can organise, coordinate, solve problems, keep people on track and simply get things done provides valuable capacity without the commitment of another full-time hire.

It gives Alex and Chris more space to do what they do best and continue to grow LockSmith.

A Client's Perspective

Alex O'Rourke, Founder, LockSmith

"I absolutely love working with Nicole. She is one of the most organised people I know and does a fantastic job of keeping me & my business running. She liaises with clients, keeps projects on track, sends me reminders and follow ups and is full of new ideas and solutions. Her marketing and event experiences shine through and is so useful. Add to all this her friendly can do approach - I can't recommend her enough."

Chris Lock, Founder, LockSmith

"I've been working with Pinpoint for a while now and I'm seriously impressed. She's organised, all over the detail, creative, conscientious, proactive and on top of all of that, just a lovely person to work with and a ray of sunshine. Can't recommend Nicole highly enough."

(This is an ongoing client relationship)

The Pinpoint difference

The LockSmith relationship is a great example of what outsourced account and project management support can look like.

It's not about taking over. It's about being there in the background, keeping things moving, joining the dots, spotting what needs doing and giving busy business owners back some time and headspace.