

TEAM PERFORMANCE SCAN

CLIENT BUSINESS
Leadership development consultancy
SOFTWARE APPLICATION
Team performance diagnostic tool

/// The Fruitful Group were able to crystallise their digital potential and establish a revenue-generating, value-enhancing business asset.

ABOUT THE CLIENT

The Fruitful Group are leadership and team performance specialists. They deliver consultancy to brands such as Deutsche Bank, Zurich, Barclays and UK Sport. They are accredited partners of globally-recognised behavioural profiling tools such as Everything DiSC® and The Five Behaviours™.

BACKGROUND TO THE PROJECT

The Fruitful Group had developed significant intellectual property through years of research and analysis. They saw an opportunity to leverage this by developing a digital product that could deliver actionable insight into the performance of teams over time. Digital Projects UK brought specialist experience in people assessment software and were ideally placed to support the client every step of the way, from initial idea through to the successful launch of **Team-Performance-Scan.com** and beyond.

WHAT THE CLIENT SAID

/// *As a wholeheartedly people-led business, building our first digital product was new territory! We needed a partner who understood our organisational DNA and had the credentials to lead our journey. Will's experience as a commercial leader and business founder makes Digital Projects UK so much more than a software development business – we are delighted with both the end product itself and the collaborative manner in which it was achieved.*

George Blakeway, Managing Director

OUR VIEWPOINT

When we were asked to base our proposal around George's two-month participation in the **Clipper Round the World Yacht Race**, we knew this was a project we just had to win! We had a great synergy with **The Fruitful Group** right from the start. Many established SMEs have promising ideas for digital products but lack the trusted advisors they need to take things further – by partnering with **Digital Projects UK**, The Fruitful Group were able to crystallise their digital potential and establish a revenue-generating, value-enhancing business asset.