

Helping our clients to achieve

Press Release

Title: Basingstoke's young entrepreneurs club goes global

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An enterprising initiative started by Shirlaws Coaching and Phillips Solicitors has blossomed into a dynamic Club for some of Basingstoke's young entrepreneurs who hope to become the decision makers of the future. The 'club format' has been so successful that Shirlaws have set up similar clubs in Winchester, Andover and very soon in Crawley, Farnborough and Southampton. But it's not just limited to the UK – Shirlaws is a global company and word has spread to Australia where they've launched a Babylon Club in Melbourne.

Born from an idea dreamed up by Richard Gigg of Shirlaws and Melanie Roberts, solicitor at Phillips, the Babylon Club launched in April this year (the Babylon name being taken from the "Richest Man in Babylon" by George C Clason). Since that first meeting the young professionals have met each month at Phillips and benefited from Shirlaws' coaching on topics selected by the group, so far including business structure, positioning for growth, building channels to market, the distribution process and much more.

One of the Babylon members, Alex Barr from Genlead, commented on the benefits to him and other members: "We're all trying to learn more about the various aspects of running a successful business and Richard's coaching is helping enormously. The energy in the Club is inspiring and already our personal approaches to building success in our businesses have gone up ten notches."

"Hosting the Club at Phillips" says Melanie "means we all benefit from the business coaching structured around clear concise understandable frameworks which apply universally to all types of trades and professions, not to mention building relationships with the entrepreneurs of the future."

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“The aim of the club” says Richard Gigg “is to help members learn more about the various aspects of running a successful business – in essence to give them a blueprint for long-term growth which will be of ultimate benefit in building our local business community. The members are also building a long standing referral network that will last for the next 20 years of their professional careers. At Shirlaws we just love business and we hope to transfer some of our skills by working alongside these young entrepreneurs to build a better future for our local business community.”

ENDS

Note to editor:

Phillips is a leading law firm in Basingstoke, with around 45 members of staff. We offer a comprehensive range of services to business and private clients, locally and nationwide. We specialise in helping clients achieve what they want.

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Shirlaws started operations in July 1999 with the goal of establishing business coaching as an industry, primarily servicing the small- to mid-size business market. Our founder, Darren Shirlaw, started with a handful of clients in Australia and over the past ten years Shirlaws has grown to become an organisation of more than 200 people in Australia, New Zealand, UK, Spain, Dubai and the USA, servicing over 600 business clients and operating nationally across each of the territories in which we are present.

Shirlaws helps businesses to grow - from sole operators to large corporate enterprises. We work with businesses in three areas - revenue, productivity and strategy and we focus not only the commercial aspects of doing business, but on the cultural factors that affect human interaction as well. All of our coaching materials and frameworks are Shirlaws' own and we have a full time product team dedicated to developing and refining the product and providing coach support.

For more information, contact:

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