



# Interior Design Business Advisor of the Year 2017 & Excellence Award for Business Development Plans - UK

**Polly Williams, founder of the multi-award winning advisory firm Camberyard, specialises in bespoke business development and mentoring for a wide range of interior and brand professionals. She works closely with her clients to help them develop their business strategy to most effectively launch or expand their business. With over 12 years' experience advising a leading London design studio, Polly knows what it takes to launch a brand and make it a success. Here she discusses her work and shares some tips on how to stand out in 2018.**



C A M B E R Y A R D

With over 12 years' experience advising a leading interior design studio in London, Polly knows how to launch a design and interiors brand and make it a success.



Drawing on her experience in the interiors industry, Polly, founder of Camberyard, a

unique interior design business development consultancy, offers bespoke business advice to creative professionals across the industry. Exploring the services she offers, Polly outlines how she tailors them to meet the individual needs of her clients:

*“My philosophy at Camberyard is to empower brands and designers to understand their business and USP so they can create and grow their company from the inside out, always using a 360-degree framework that includes lifestyle, ambition and ability. In practical terms, this means focussing on business development as well as professional and personal growth. I have found this holistic approach is the best way to set yourself up for success.*”

*Business development takes many forms. I first assess my clients’ needs to create a bespoke plan. It may be to define their USP; launch a new brand; fine-tune or implement PR, marketing or social media strategies; improve fee negotiations and increase revenue; or to help with networking (making introductions in the industry) and brand partnerships.*

*For example, for designers just starting out, I work closely with them before they launch to fully understand how their business needs to work to be successful. With new or well-established businesses, I take time to immerse myself in their business, then coach them through personal consultations as well as collaborate with other designers to help them develop their marketing, business, social media, and/or career action plans.”*

It is Polly’s innovative, bespoke approach that marks Camberyard out as the best possible option for its clients. She explains this approach in more detail, sharing her step-by-step process:

*“Looking back can be the first step to going forward. No matter how far you are in your business, it’s important to ensure you have a clear professional pathway as part of your business development plan.*”



*Thus, clarifying what you have to offer – your particular skills, your strengths and weaknesses – as well as your motivations and aspirations, is a key element of creating a strong strategic plan that will lead you well into the future.*

*To help clients approach the 360-degree process thoroughly, I have crafted a step-by-step strategy called ‘Fractions of Action’. The idea behind it is simple – if you do a little of everything, it will add up to the sum of a whole. Going through the process step-by-step, considering each factor, makes the end goal – robust action plans and ticking all the points off the list – come together naturally.”*

Ultimately, Camberyard’s focus is on supporting its clients and providing them with the advice and guidance they need to succeed. This will remain its goal as it looks towards a bright future. Polly concludes:

*“Founded on the belief that collaboration is more powerful than competition, I launched the ever-growing Camberyard Collective this year. Through personal introductions as well as a series of unique and bespoke networking events and workshops, the Collective unites designers, brands and creative professionals to support and inspire each other. It gives them the opportunity to collaborate and*

*barter services in a unique environment. Working with all manner of people – from furniture, lighting, fabric, interior and garden designers to brands and artists – I have a varied pool of contacts from which to draw.*

*Above all, Camberyard exists to help make designers’ business dreams a reality – and this is what I try to do, one day at a time. My advice for 2018: find*

*a mentor and take the time to reflect on your priorities, inspirations and goals before creating your new year strategy.”*

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