



progress partners

Progress Partners Impact Report 2024





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About Progress Partners





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Who we are

Progress Partners is a small team of experts led by Founding Director Sarah-Jane Dale. SJ is a business development, sales and leadership specialist who has spent 14 years working in sales, marketing, training and communications across a range of sectors.

Positivity and enthusiasm are key features of SJ's style and ensure that she is committed to each of the clients she works with, whether for short term projects or longer term partnerships. SJ works hard to inspire and motivate those she works with to achieve their goals and offers flexible, bespoke solutions built around you.





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What we do

Progress Partners provides an essential support service for ambitious business owners and leaders of third sector organisations looking to increase their impact by levelling up their efforts in sales, marketing, communications, and training.

We believe that strategy + action = progress. We will work with you to develop a robust strategy that will define your version of success and translate that into a realistic action plan that will get you there so that you can make the progress you want, at the pace you need.





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How we do it

- ◉ We connect people with innovative ideas and creative solutions by combining our expertise and experience with a collaborative and inclusive approach.
- ◉ We bring uplifting energy and infectious enthusiasm to our work.
- ◉ We ask probing questions to gather deep insights that helps us really get to know you and what you need.
- ◉ We have a thirst for knowledge and commitment to ongoing learning to ensure continuous improvement in everything we do.





“I couldn’t do what I do without the expertise of Progress Partners. As a small business partnering with SJ is the highlight of my month. It is uplifting to work with someone who is an expert in their field and works as a true partner to my organisation. Finding someone with the skills that compliment my gaps and keep us focussed on moving forward has been a game changer for the business.”

Louise Thom, Business Owner, UQ Coaching



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Leadership letter





Introducing our first impact report

At the beginning of 2024, I took part in an excellent Good Business Accelerator delivered by the good people at Connect Three. One of the elective workshops I chose as part of that experience was an Introduction to B Corp by the brilliant Mehalah Beckett of Lead Powerful Impact. During that session I was introduced to the concept of an Impact Report, something all B Corp members must publish annually to retain their membership. While I am not (yet!) a B Corp, the idea caught my imagination, and I set myself the goal of publishing my own version - and here it is!

In the following pages you'll see a very transparent summary of some of the ways my work has had impact this year, whether directly with my wonderful clients, or indirectly through one-to-one conversations letting people know more about what Progress Partners does and attending networking events to create connections and build relationships.

Reflecting on what I've managed to achieve this year has been wonderful and brought up some challenging emotion too. 2024 has not been an easy year for me personally and inevitably that has impacted the business. There are targets I set myself that I have failed to achieve, and for a while there those were all I saw when I looked back on this year, my fourth year of self employment and my first as Progress Partners. Now, I can see all the good that I still managed to achieve and feel excited for what will come next!

I hope you enjoy reading my first ever impact report, and I welcome your feedback on how to make it even better in 2025 and beyond.

Sarah-Jane Dale
Founding Director



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03

2024

impact in
numbers



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2024 in numbers

3 Partnerships
10 Projects
3 Power Hours

Training delivered to
people from 17
organisations

4 organisations
supported with crisis
communications

£240 donated to Scottish
Book Trust, Young
Enterprise Scotland, and
Stellar Quines

33 networking events
attended

23 one-to-one
meetings

6 supportive and
inspiring co-working
sessions

5 days pro bono
support to OnFife and
Hayley's Smiles

22 subscribers written
to monthly

12 blogs published

650+ followers on
LinkedIn and growing



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Goals for 2025





Looking to the future

2025

In 2025, my main priority is building upon a strong first year of trading for Progress Partner and continue to grow the business. I have ambitious plans to grow revenue by 30% in 2025 and reach even more people with my work. Part of how I'll do this is by offering a suite of new products including quarterly done-in-a-day Strategic Action Planning sessions.

2026

It has always been my aim to grow the business to the point where it can support a small team of employees, and for now that remains the longer term vision for the business. Hitting target in 2025 will put the company in a strong position to be able to begin recruitment in early 2026, as well as continuing to make increased charitable donations year on year.

2027 and beyond

This year has taught me that there are no guarantees in life and none of us know what the future holds. It feels enough to be planning to get to 2027 in one piece with a small team around me! Check back on future Impact Reports to see the detail that will be added to this as the business continues to grow and evolve.



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“SJ is an engaging and thoughtful professional who brings a practical, strategic and collaborative approach to both meetings and projects as a whole. It’s a pleasure working with Progress Partners.”

Stefan Meens, Interim CEO, Healing for the Heart



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**Thanks to
our
supporters**





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Acknowledgements

Thank you to the following people and organisations who have played a supporting role for Progress Partners in 2024 and to whom we remain grateful for being part of our journey to have a positive impact. In no particular order:

Tony Baker from Tecology Group
Paula McMonagle of Atholl Accountancy
Susi Sinclair of Susi Sinclair
Rebecca Maxwell of Perception Insights
Janis Bovaird Martinez of BOMA Coaching
Lyn Ray from Lyn Ray Coaching
Mehalah Beckett of Lead Powerful Impact
Karen Nichol of The Skills Collective
Andy and Jennie McIntyre of McIntyre Wealth Management
Kelly Houston of Club Synergy
Amy Hexley of Destrination Wealth

Forth Valley Chamber of Commerce
Scottish Women in Business
Fife Women in Business
Steven Murphy
Hazel and Andy Lawson
Heather and Chelsay Lees
Kirsty Gibson
Stuart Taylor

Finally, thank you to every single client that chose Progress Partners in 2024.



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**Your partners in
making the progress
you want, at the pace
you need.**



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