

Case Study

An interview with the Managing Director of Catalyst Choices, David Osborne, sharing how Bubble Chamber has helped the growth of their social impact



Visit bubblechamber.net or contact Ben Freedman at benf@bubblechamber.net to find out more.



Catalyst Choices is an employee owned community interest company based in Warrington that provides services for adults with additional needs including learning disabilities, those with dementia and older people.

Its Managing Director, David Osborne, started working with **Craig Carey** of Bubble Chamber in May 2019 and was interviewed about his experience to date in December 2021.

What was it that initially attracted you to working with Bubble Chamber?

I felt that I needed something that sat outside my relationship with my Chair to develop my role to be beneficial to the growth of the organisation.

How would you say things matched up with your initial expectations?

It exceeded them, especially looking back at where we are now. Straight away I found that working with Craig was very different than any relationship I had experienced before. He encouraged me to reflect, self-assess and really focus on personal as well as professional role development. Things like the [Harrisons Assessment](#) were really useful in identifying where I was happiest in terms of my behaviour and decision making.

What have been the top 3 benefits you have gained in terms of your personal leadership?

1. It helped me develop my strategic thinking as it allowed me to move from a role that was too operational to one that was more strategic
2. To think and understand the patterns of my behaviour and how they impacted on my role as a leader
3. To assemble the right people around me from the non-executive Chair to a restructure of our senior leadership team to stop from being too spread out across the business

What would you say have been the top 3 gains for the organisation as a whole?

1. More clarity on what we are looking to do, who we are and where we're going through our Purpose, Vision & Values
2. A clear Talent Strategy to develop the people we need in the organisation to deliver on this
3. The implementation of a clear plan to bring these to life through the Catalyst Way [how Catalyst Choices does business and empowers staff to play a meaningful part as an employee-owner]



How would you say it has impacted on your financial growth?

Our financial growth has been incrementally positive over the last 2-3 years giving us a strong and sustainable platform to develop our services and increase our impact.

This also means as an employee owned organisation, we have been able to share a dividend payment with our team members for the first time while still being able to invest in growth.

How fundamental has your work with Bubble Chamber been to your growth?

Working with Craig has been fundamental to that success. I had a lot of the stuff we have done in my head but didn't really have the mechanism to plan and think it through.

The input we've had from Craig, and through him **The Creative Conversation Company**, has been crucial. I don't think we would have been able to deliver half the stuff that we've done without that.

If someone said “I’m thinking about making a commitment to work with Bubble Chamber”, what would you say to them?

It's invaluable. In a role like this it can be a really lonely job, stuck at the top of the organisation between your Board and your senior team. I would say it's essential to have somebody else, not just to bounce things off, but who can mirror stuff back to you so you can see it in a slightly different way. And it helps to have somebody who's outside so you're not constrained by the power balances.

And if they said they couldn't afford the time of financial investment?

I'd say you can't afford not to. There is a cost to doing it but I think there's a bigger cost to not doing it in terms of the risk of your organisation not fulfilling its potential or not growing in the way it needs. I would say to really consider it, it's highly beneficial, both personally and organisationally.

So, could Bubble Chamber help you?

Our clients are ambitious leaders seeking to shape a better future through the sustainable growth of their enterprise's positive impact & profit.

They come to us at the point where they want to take the next big leap forward or have hit a roadblock. We come alongside them, providing strategic guidance that unleashes their full potential and harnesses the good in their enterprise.

It all starts with an initial chat, so we would love to hear from you. Contact Ben Freedman at benf@bubblechamber.net

If you'd like to find out more about Bubble Chamber, including other client testimonials, visit bubblechamber.net