

Case Study

An interview with the Managing Director of Chime, Jonathan Parsons, 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.



Chime are a social enterprise offering NHS Audiology Services in Exeter East & Mid-Devon – from hearing tests and hearing aid fittings to balance and tinnitus treatments.

Its Managing Director, Jonathan Parsons, started working with **Craig Carey** of Bubble Chamber in February 2019 and was interviewed about his experience to date in March 2022.

Key outcomes supported by Bubble Chamber to date:

1. Development of Senior Leadership Team to reduce key person risk and freeing up MD to work on strategic leadership
2. Evolution of inwardly focused Admin team to an Operations Support team focused on delivering excellence to both patients and clinicians
3. Development of the operational and clinical leads roles to take more ownership of the development of their respective areas
4. Introduction of planning and execution methodology to drive accountability and service performance
5. Developing the Employee Ownership infrastructure to create a real sense of ownership amongst the staff and engage in the organisations decision making process



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

An article by Craig Dearden-Phillips (founder of Social Club), suggesting that there was never a better time to invest in one's self as a leader of a company.

I understood and liked the principles of having some coaching help, so for me it was a question of whether I could get on with Craig Carey... We had a session, he was typically challenging in the questions that he asked and we got on well.

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

Really successfully.

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

1. Increase clarity of my own thinking
2. Robustness around our overall strategy
3. It has enabled me to challenge things that I thought were almost unchallengeable... particularly useful coming from a NHS background

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

1. Outside eyes... to look at things without the history of how we've grown up in the NHS and pushing us to think, 'Is the best for our patients doing what we've always done in the same way?'
2. A relentless focus on business... how we judge objectives... and go after things and make them happen... while still being clear about our values, and wanting the best for our patients.
3. Changing from a clinically driven management hierarchy to one focused on matching the right person with the right job at the right time. I now look back and think, 'How on earth did we do it before?'

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

It has been more about preparedness for growth really. Reshaping us to best meet the needs of what a service 3 or 4 times as big could look like and being ready for when the CCG (Clinical Commissioning Group) hopefully press the button to decide to do that.

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

I'd say, I think that'd be a very wise choice. We've benefited massively from the work and look back three years and think, 'How were we surviving in terms of the structure that we had for decision making?'

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

You get far more back than you actually spend in terms of finance. You can't afford not to really.

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