

CREATIVE
BEAUTIFUL
ELEGANT

YOUR VISION
YOUR SPACE
YOUR LIFE
YOUR WORLD



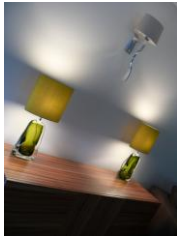
Yvonne Thurley

Yvonne Thurley Design
Wakefield, West Yorkshire

Member since: January 2010

Real Members. Real Results.

“TAB has become an integral part to my business and is as important to me as a client meeting.”



Established in 2004 and based in West Yorkshire, Yvonne Thurley Design was formed out of a passion to create bespoke interior spaces that reflect individual living. Shaping lives through shaping spaces.

Yvonne as creative director, managing director and head of marketing within her business has single-handedly built up her enterprise from a standing start to a turnover today of £150,000. She oversees the marketing and project management and has earned a reputation which brings in business through word of mouth and recommendations.

“Despite the difficult times we’re in, the past two years have been the best yet for me!” says Yvonne. Reinvesting in her website in early 2010 really paid off and is now generating good residential and commercial clients. Projects range from those with small budgets, where Yvonne helps with inspiration, layout and colour, through to fully project-managed barn conversions, allowing her creativity to really flourish.

In May 2010 Yvonne had a great problem - she was struggling to cope with all the projects she had on the go! Advice she received from her fellow TAB board members helped her recognise that she needed someone to help, so

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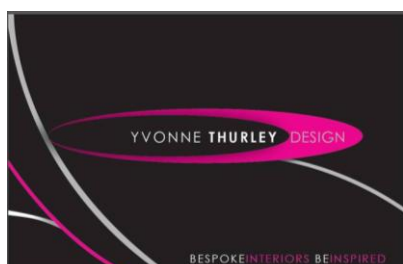
she took on a part time student. Yvonne said, “It made me realise the scope of what I could achieve by having people working with me. Being a perfectionist I quite liked working on my own but bringing in the right people will help me take my business where I want it to go.” The need for an assistant has continued and in October 2011 Yvonne engaged her first part-time associate. Together they have great things planned.

Yvonne is currently having great success with the work she is doing with schools – creating a bespoke aspect to the school environment which enhances student learning. Currently school projects take up about 65% of her time with the rest working on residential and commercial assignments – a total reversal from last year. Much of Yvonne’s work with schools has been in the Yorkshire area but she is extremely enthusiastic about taking her work further afield so that more children can benefit from a better school environment.

“Two years ago I probably wouldn’t have had the confidence to progress like I have, but with the encouragement, support and practical help from my TAB Board, I now have much better self-belief.” Yvonne claims.

One bit of advice I’ve learned through TAB that I would share with other business owners is to have goals in mind, both personal and business, then plan things through so you understand what you have to do to achieve them.

“ TAB has been inspiring and supportive, kept me focused and improved my self-belief.”



YVONNE THURLEY DESIGN
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The Nostell Estate
Nostell Priory
Wakefield
Tel: 01924 860 009

About The Alternative Board

The Alternative Board (TAB) believes that every business owner deserves for their business to deliver for them what they want out of life. Through a combination of peer advice and business coaching we help our members achieve this. Members meet monthly to learn from one another's successes and mistakes to grow their businesses.

You can view a short film about Yvonne’s QBED work and its impact on with schools, on her website...

www.YvonneThurley.co.uk

