

'Keeping it small' gives LBW a forecasting edge

Fast-growing environmental consultancy LBW Environment believes small size has been the key to success.

Environmental scientist, Jarrod Bishop and his wife Kylie, who have 30 years of consulting experience between them, established LBW Environment in 2007. The company now boasts a team of eight which is winning contracts throughout South Australia and in two other states.

CEO, Kylie Bishop says as a small company in a highly competitive sector LBW Environment needed a point of difference to compete with larger, established operators.

"When we started the business we thought we could differentiate ourselves by offering a more personalised service and by taking time to understand the client, their project objectives and their stressors," Kylie said.

"The size of our business also allows our decision-making process to be less complex and our clients have commented about our ability to act quickly and pragmatically.

"Often everyone at LBW is involved in finding the solutions for a particular project and our clients also benefit from direct access to Jarrod and the other environmental scientists.

"Having both come from large companies we model the discipline, policies, procedures and employer of choice initiatives delivered at that level and we have added our own brand of creativity and dedicated personalised service with less bureaucracy.

"We can mobilise staff quickly and have found we also respond to changes in the market in an expedient way which we demonstrated with high demand for our services during the BER program in schools."

LBW Environment offers a range of services including risk assessment of soil and groundwater contamination, remediation and monitoring of environmental impact and advising on reuse and disposal of waste soil. The projects vary in size depending on the severity of contamination encountered across industries such as land development, oil and gas, mining and construction.

"Strong relationships underpin our business and we endeavour to provide a personalised service to all our clients, often giving them a range of options so they can choose the solution that works best for them.

"It's this pragmatism that has led to our clients experiencing project savings from a few thousand dollars, to a few hundred thousand dollars and in one case more than \$3 million," Kylie says.



Jarrod and Kylie Bishop

Company profitability in the environmental consulting sector depends on its ability to predict project costs and Kylie says that does not always mean securing the big contracts.

"Companies the size of LBW generally have lower overheads, allowing us to take on smaller projects and still see profits which also works in regional areas where smaller margins may deter a larger company," she says.

LBW doesn't hesitate to fill gaps in expertise due to its size.

"Many large companies are international, multi-dimensional and have combined areas of expertise within the organisation such as engineering and architecture, in other words they offer a 'one-stop shop,'" Kylie says.

"We will enter a teaming arrangement with another company if we need added specialties so from a client's perspective we are able to offer solutions regardless of our size."

Growth over the past three years has prompted LBW's move to new premises at Magill Rd, Norwood in March 2011.



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