

CASE STUDY

Delivery of a Live Workshop to Alumni of the Impulse Programme 2025



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What is Impulse?

The Impulse Programme is an established, 3-month "action-learning" programme, with a sharp focus on prioritising and developing high-potential business cases.

It enables the development of high-potential technology and life sciences innovation into commercial propositions.

The core of Impulse's approach is a network of passionate mentors and experienced entrepreneurs who act as role models and provide valuable guidance from this highly respected, unique Cambridge innovation cluster.



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Who are some of the Impulse Alumni from over the last 9 years of the programme?



river
Lane



AgeCurve

Celestial Health 

Sparxell



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The Vision

This year's Impulse programme included a brand-new breakfast session open to Alumni and as Business Experts, we were invited to kick it off!

With over a decade of recruitment experience in Cambridge's Scientific and High-Tech sectors, supporting organisations ranging from early-stage start-ups to global enterprises, we could apply this wealth of knowledge and passion for connecting people into a workshop which would be valuable for present and past participants of the programme as they consider building and growing a team around them.



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The Vision (continued)

The workshop, entitled, “How To Build & Grow A Team” covered key factors to consider, once you've identified a need for your first key hire:

1. How to ensure your hire embraces your company culture, values and ethos
2. What's in it for them? All about the Employee Value Proposition (EVP)
3. Tools & resources – how to advertise and screen candidates yourself, or how to get the best out of a recruiter when you're on a tight budget
4. The interview process – everything to consider



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The Vision (continued)

With so much entrepreneurial energy in one room (and online, as it was a hybrid event), we were keen to make it an interactive and participative session, rich with practical advice and real-world insight, so opened up the conversation to alumni to share their own team-building experiences – what's worked, what hasn't and what they've learned along the way.

We wanted each person to walk away with useful tips, which they could apply later on in their journeys, or even immediately, for some of them.



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Approach

As this was a hybrid event, with around 20 people attending in-person and a similar number joining us on-line, it was important to keep the topics short and succinct, to allow for more questions and probing, in real time.

With just 8 main slides and a bullet-point design, we could keep things simple but elaborate on the elements as the Alumni wished – which they did!

We were also mindful to keep it fun and engaging, providing plenty of real-life examples.



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Conclusions from our end:

As a workshop of approximately 90 minutes in length, this was more of a “bite-sized” example of our workshops, which can easily be broken down into chunks and elaborated on in more detail.

Covering so much in such a short time *and* answering questions *was* tricky, but immediate reaction was extremely positive, along with the reviews and messages of thanks which followed after the event.

Thanks for having us!



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Reviews:

"I found Jen's presentation to be incredibly useful and insightful, especially for anyone involved in early-stage hiring, team development, or scaling a start-up."

"The content was clear, practical and immediately applicable. Jen's ability to distil complex recruitment and leadership topics into digestible guidance made it easy to follow and retain the key messages. Her use of real-life examples made it even more relatable and useful."



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Reviews:

"I liked how (Jen) communicated her ideas with clarity and enthusiasm; her delivery made even the more technical aspects feel accessible and relevant. I found incredibly useful the part when she addressed the value of tailoring the interview process to ensure a good candidate experience, while making timely, informed decisions."

"I will undoubtedly recommend Jen as an advisor; she brings a wealth of experience from both start-up and corporate environments and offers it through a well-structured, high-impact approach."



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Reviews:

*“(Jen’s) practical advice, paired with supportive services like job ad writing, LinkedIn presence building and interview panel coaching, make **Project Cambridge** a valuable partner for any team looking to scale efficiently and with intention.”*

“Jen gave a fantastic talk on recruitment. She shared practical, well-explained advice that was both relevant and easy to apply. Her clear and thoughtful approach made the session genuinely valuable and engaging for everyone in the room.”



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Follow Up:

If you'd like to know more about our workshops and how they could help you as a business, individual or a group, such as students, an accelerator or programme, you can get in touch with us for more information.



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