

# Case Study: Starting your own business

## Adam Pearson, Director of Adamedia

**Tell us about your career path, how you got to owning your own business, and key milestones...**

"After completing my A-levels, and deciding for various reasons not to take up a Uni placement, I tried a couple of things before the idea emerged of co-founding a niche media business with my father who had other complimentary skills. Before setting up Adamedia Ltd I'd initially started a Mechanical Design Apprenticeship with Sellafield Ltd but didn't feel this was the right fit for me. Next I was offered a junior role in a locally-based media/events company. This took me all over the country, filming and editing, and being part of a larger crew - I learnt a huge amount in the year or so that I was there and was grateful for the experience. This all helped me to decide that I wanted to further pursue my interest in video-production and I decided to try to grow my own company and brand.

In 2015 at age 19 the Adamedia Ltd business was incorporated as a company, by 2017 the business was making a reasonable profit and had become quite well known in West Cumbria. In 2017 (age 21) Adamedia won the BECBC Micro Business of the Year Award, then in 2018, age 22, I received the inaugural BECBC Rising Star Award."

### **What does a typical day look like as a business owner?**

"A typical day is always a busy one, usually trying to catch-up with my long and diverse to-do-list. About 50% of my time is in the office managing the workload, business development, doing the post-production (editing) work, and quite a chunk of general business admin. The rest of the time tends to be at a client's business location for preliminary meetings and, later on, for filming - often early starts or late finishes, especially when working at a distance from home. At other times I'm also attending business networking events, keeping one ear to the ground on business

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news and at an inter-personal level, helping to grow new and existing business relationships.

My working days broadly follow our video production cycle and timeline – pitch, develop ideas, film, edit, deliver.

I work in a diverse range of sectors and get to meet a broad range of people – from MPs and CEOs to those less fortunate, adults in Rehab or disadvantaged young children for example. Adamedia does a lot of work in the nuclear industry and its supply chain, but is also increasingly supporting tourism (the visitor economy for Cumbria - The Lake District).

### **Whose support have you relied on when running your own business?**

I'm very fortunate to have been supported in the business by my co-Director, particularly over its formative years, and I'm always grateful to my family for unerring encouragement and practical support. Over time I've also developed a trusted small team of freelancers and occasional staff members - which have helped the business to take on more ambitious assignments and grow the Adamedia capability/reputation.

At a personal level I've totally valued the external support, attribution and counsel from friends, mentors, advocates – these have been so essential to keeping faith in the vision for Adamedia and my own role in leading it forwards. Amongst these our BECBC membership and the opportunities it's created for me personally has been outstanding.

### **Did you have to do any additional training?**

I've had no formal training but have developed significant knowledge and confidence from lots of reading online, from YouTube and Google, as well as daily on-the-job problem solving, whether that be a technical issue or how to respond to a client's urgent request.

I've also made it a priority to keep up to speed with new kit and tech to ensure Adamedia's work stays on the leading edge. To be able to legally and safely operate our different drone systems I required formal training approved by the Civil Aviation Authority, resulting in me being granted my pilots license – you won't however find me flying a 737 anytime soon...



### **What's your greatest fear, and how do you cope with fear?**

Fear would be a strange word to use but I would say it would be letting clients down in some way – everything we try to do is to produce a valued service and a quality end product – this is something I wouldn't ever want to change. To prevent this from happening we ensure a very high attention to detail and enthusiasm for each piece of work; developing and maintaining great working relationships with clients, going 'above and beyond' to ensure it's done right and makes a great impression on our clients, and others that see our work.

### **What makes you a good leader, and how do you make sure your staff and colleagues are looked after?**

Within the business I need to be a positive and energetic leader at all times, and this is true for motivating staff and colleagues, as well as inspiring clients or establishing credibility and trust with potential clients. It also applies to myself when I'm facing difficult challenges so that I stay focussed with that 'can-do' attitude. Regular and clear communication is key – frequently this is informal conversations but having immense value - keeping people engaged, confident and motivated to help/perform. The best outcomes are usually when people feel valued for their contribution, and allowing them to see the difference it makes.

### **What's your top tip for other prospective young entrepreneurs?**

Being in business is tough but very rewarding, and it certainly helps you grow as a person. It's a hard journey and will likely absorb the vast majority of your productive time and headspace within the week, but it can be worth it due to the reward of seeing something develop and knowing you, along with your colleagues, have made it possible. My ultimate top tip would be – you need to be liked/likeable - people buy from people - so strong relationships are the number one thing to get right – make every effort to develop and maintain these relationships and that'll be a big step in the right direction.

**Thanks to Adam for sharing his inspiring story with us.**

**Do you have a story you'd like to share? Get in touch:**

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