



Success stories

Middleton Group Engineering

Unchartered Territory



Middleton Group Engineering is a power and energy consultancy offering strategic consulting, engineering design, project management and operations and maintenance consulting for complex high voltage power, renewable energy and control and automation projects.

The business commenced in August 2016, from a home office, before moving into serviced offices in November 2016. By mid-2019, larger premises were needed again and Middleton relocated to their current office in September 2019. A Sydney office was established in early 2019 to service the NSW market.

Business Challenges

With revenue growing rapidly, the business needed to establish the right business and governance structure to sustain growth. The Managing Director felt he was in unchartered territory and needed assistance to pivot the business model away from a transactional relationship, to one which was based on

a more mature and client focused relationship. In addition, the organisation structure was too flat with the Managing Director wearing too many hats and, with many staff working remote, cyber security infrastructure was inadequate.

How did The Entrepreneurs' Programme help?

With support of their Facilitator, Geoff Hodgins, Middleton Group undertook a Business Evaluation and accessed the \$20,000 growth grant. In addition, a referral to Innovation Connections resulted in Middleton undertaking a facilitated project to help drive R&D and innovation.

“The real value of the programme lies in the independent insights, lack of agenda, support and contacts.” - Keith Middleton

What were the Outcomes?

Middleton Group engaged a mentor who, through engaging with the broader management team, has had a very positive impact and really helped change management behaviours and attitudes. Middleton Group has also achieved high levels of cultural alignment and engagement across all levels of the organisation, and this is evidenced by receiving several small business awards.

Revenue is up 76% and headcount has grown 33%. Profitability has also improved as the business has progressed from its' scaling up phase to become an established mid-sized business. The support of the Entrepreneur's Programme has been instrumental in establishing a structure that has enabled the business to scale up and grow.