

Case study: Kris & The Frogs' Chorus

Kris or 'Coco' for children - offers entertainment, education and therapy for children across Eastern England. With a degree from Roehampton University and an ongoing position as a 'Giggle Doctor', Kris founded her music group for children in 2008 and started working with local nurseries and schools. In 2011, she also took over The Frogs' Chorus. Now, all of her work operates under her business umbrella "Wonderfuel Productions". She is also a singer/songwriter and performs as Cicero Buck.

For Kris, Culture Change has helped her to share ideas and concerns with other businesses; to meet new interesting people and potential clients; to gain confidence; and to 'think bigger'. For instance, Kris plans on hiring an intern next year:

"There was this fantastic Culture Change workshop on how to get an intern and train him/her. They explained where I could advertise the job or look for universities to find a student. That was really helpful and now I hope to bring in someone in the coming months, to train him/her and to share my knowledge with him/her."



www.cicerobuck.com
www.frogschorus.com
www.wonderfuelproductions.com

Kris also made great connections, and is pretty confident that she will use them in the future:

"It's great to go to these events and hear the experiences and stories from other businesses. You

realise that you are not alone, and that you could exchange very valuable tips and information with other businesses. At the same time, they could also be potential clients and collaborators."

Kris has also started to develop her next business idea: producing a TV music series for children. She tells us that the lectures and case studies at Culture Change gave her the push and confidence to go for it.

Culture Change has helped Kris to plan and visualise the next stage of her business. However, she tells us that there is a need in the East of England to formalise and develop these types of programmes and events:

"Many people agreed that these Culture Change sessions are a great way of networking and finding possible collaborations, and even new staff. However, we know how very often the business-cards get forgotten- and nothing arises from it. Me and so many businesses in the East of England would definitely appreciate a formal business-opportunity and peer-learning platform for eventually hiring people and exchange ideas, questions and actual solutions. To secure work and collaboration."