

Most Innovative Brand Growth Consultancy 2025 — Warwickshire & Award for Excellence in Impact & Dedication to Client Service 2025

equipt

The UK market is saturated with brilliant businesses that are being held back. From short-term pressures to industry-related challenges, and more, the strength of countless small to mid-sized organisations is being stifled by a number of debilitating factors. Equipt is a management, brand, and marketing consultant born to change that, by championing the belief that these organisations deserve better — better strategy, better tools, and better support. As Equipt is recognised in the UK Enterprise Awards 2025, we spoke to Founder and Director Nikki Neale to learn more.

Based in Warwick, Equipt is a consultancy dedicated to empowering small to mid-sized organisations to grow. Delivering clarity with a commercial focus, Equipt instils confidence — especially for businesses steered by founders and senior teams possessing big ambitions. The consultancy was formed with the aim of focusing solely on SMEs, as these are the entities believed to long be underserved by traditional consultants and big agencies. Operating as a co-consultancy, Equipt mitigates bloated overheads and fixed teams, instead bringing in a necessary blend of senior experts as needed to support and grow businesses in the most effective way.

“We make strategy useful, doable, and genuinely focused on helping leaders move forward.”

To do so, the consultancy works across business strategy, brand and marketing, and leadership development, its process often starting with its proprietary diagnostic tool: Perspective Analysis. This tool provides CEOs and leadership teams with a clear view of what is working, what is holding them back, and where to focus next — whether that’s brand positioning, operational improvements, team capability, or commercial strategy. From there, Equipt supports delivery through a Fractional Director model, targeting projects, or a prioritised action plan that the client can run with themselves.

“We strive to bring clarity, focus, and forward momentum to every business we work with,” Nikki informed us. “Every day, we help leaders cut through noise, make better decisions, and feel more confident about the direction they’re heading, whether we’re working on a brand, a business model, or a team dynamic.”



In a competitive industry, Equipt stays ahead of the curve by actively drawing from a wider range of disciplines — not only marketing and strategy, but also behavioural science, leadership psychology, and change management. While the team works to constantly absorb insight from big businesses, consultancies, academia, and years of working directly with founders and senior teams, Equipt knows to never take anything at face value. Instead, everything the consultancy uses is tested against what works in practice, with real businesses and real challenges.

One of Equipt’s greatest advantages is the data gathered through Perspective Analysis. As the consultancy reviews this quarterly, it does not only see what is currently happening across the SME landscape but can also spot what will come next. This data helps Equipt to benchmark, track shifts in confidence and capability, and pre-empt challenges before they escalate. This, combined with years of hands-on experience, provides the team at Equipt with a clear view of where to focus and how to adapt, with speed.

“Before launching Equipt, we spent years working with some of the world’s biggest brands and the truth is the gap isn’t capability, it’s resource,” said Nikki. “The same strategic thinking, creativity, and commercial decision-making that drives global businesses can absolutely be applied to growing ones. We founded Equipt to make that possible — to help small and medium-sized enterprises see what they are really capable of and support them in achieving it.”

Looking ahead, Equipt is moving forward with a clear vision for the future. One of the consultancy’s most expansive developments in 2025 will be the Reset Day Perspective Analysis — a faster, lower-cost way for business owners to get clarity and direction, without needing to commit to a long consulting process. Through this, Equipt will guide clients through a focused diagnostic using Perspective Analysis, providing them with scores, insights, and tailored recommendations to help them move forward with confidence.

But that’s not all; later this year, Equipt will launch a series of ticketed events for micro-businesses and solo founders, covering branding, marketing, leadership, and presentation skills. A free online hub of business tools will also be introduced, making essential resources more accessible for small teams. Additionally, Equipt will welcome new fractional clients into its portfolio, providing senior-level strategic input without the need for in-house hires. These initiatives will offer entrepreneurs the clarity and direction they need to grow without unnecessary complexity.

You can find out more at equipt.co.uk or email info@equipt.co.uk for additional information.

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