



# InSight

## Helping the professional upcycler to help themselves

Running a successful professional upcycling business requires vision, energy and a constant desire to learn and evolve. For nearly a decade the House of Upcycling has been helping fledgling professional upcycling businesses flourish with its founder, eco educator, designer and innovator Chris Billingham, being an ever-present and major influence on the evolution of professional upcycling into an industry which is changing the world of interiors one beautiful piece of creative reuse at a time.

### Evaluate - Effect - Evolve

*"The professional upcycling for interiors industry has seen some spectacular successes, with its status being elevated to a place we could barely have imagined reaching when #UpcycledHour launched in 2014. But even with all the amazing progress made, creating a successful professional upcycling business is not quite as simple as the media would have us believe. Many people have tried and failed or simply gone back to the day job because it's an easier way to make money. And as with any industry, there are always new challenges and the goal posts are forever moving so keeping ideas fresh, your market engaged and enthusiasm and focus high, is not always easy. Which is where our new InSight programme comes in. Whether you've been working in the industry for a while or are just about to start, clarification as to your business why, what and when and having the tools to be able to help yourself achieve business goals, can become your biggest advantage."*

**Chris Billingham**  
**Founder**

[www.thehouseofupcycling.com](http://www.thehouseofupcycling.com)

The InSight programme has been created to help kick-start new businesses or provide extra support for existing ones. Knowing your key skills, what you want from your business, how that can be achieved, where things are now and where you'd like them to be - are all valuable pieces of information which can be used strategically to make your business unique and successful.

InSight consists of three one-hour online conversations via Zoom with House of Upcycling founder Chris Billingham. At the end of each session, you will be asked to complete three simple tasks in readiness for the next meeting (the tasks are short exercises to help clients focus on different elements of their business). There are no tests, no right or wrong answers, only a requirement for open and honest business discussions and a desire to learn how to gain, as the title says, InSight.

By the end of the programme the client will be able to:

- Identify areas of their business that require adapting
- Establish business goals and learn how to achieve them
- Clarify their brand image, client-base and market placement

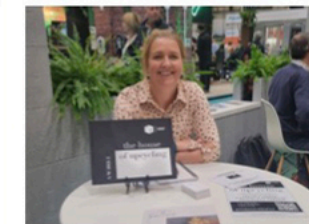
Please enquire via the House of Upcycling website about joining the InSight programme. The £225 fee covering the whole programme (3x1 hour sessions) will be due in full once the House of Upcycling agrees to work with a client on their InSight programme, when an invoice covering the fee will be forwarded to them. House of Upcycling members receive a 12.5% discount on the full price of the InSight programme reducing the overall price to £197.



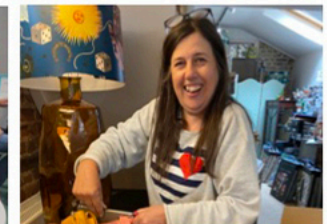
Member Sue Gifford hosting demos on behalf of the House of Upcycling at Grand Designs



Member Kate Holt of Colour Me KT hosting an upcycling workshop



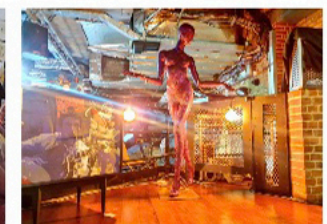
Member Lisa White of A Twist of Somerset representing HOU at Grand Designs Live



Member Jackie Moulla of Brits Love Vintage Whitstable



British Institute of Interior Design Summer Party



House of Upcycling stand at Clerkenwell Design Week