

# Peer Networks Case Study

## Cohort : High Growth

## Sami Tipi



Sami Tipi has been hosting outdoor events with their Tipis and Tents since 2014. Authors of the Amazon Best Selling Book "The Ultimate Guide To Planning An Outdoor Wedding" and Multi-Award Winning across both the Midlands and country for their wedding marquee hire, the business has grown from strength to strength. As such, their business has extended to offer more outdoor event experiences with their glamping tipis, clear dining domes and Sailcloth Tent.

At the start of the peer network, Sami Tipi had been hit hard by the lockdown bringing the business to an almost standstill as outdoor events could not proceed. The team had gone from setting up larger events for weddings and corporate events to offering smaller more intimate garden party tents. Jodie joined the High Growth peer networking group and the time investment has been invaluable.

Taking the time out to speak and learn from other business owners that are also going through or have been through similar business growth pains helped her to bring some clarity on where the business needed to go and what steps to take. The group facilitator, Leon, was a calming voice that helped to keep you grounded and see through the fog.

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*I joined the peer networking group when we were still in the thick of lockdown with what felt no end in sight. The group sessions were invaluable and time well spent. It gave me an opportunity to speak to other business owners going through a similar tough time but also looking for opportunities to grow out of the current situation. The sessions helped to bring clarity on where we are wanting to go and the steps needed to get there. The group helped to keep me grounded and see through the fog.*

Jodie Bidder, Sami Tipi

## Key Points

- Brought clarity and direction to the business
- Helped to keep the business grounded
- Built a trusted network of peers

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