

## News

# Smaller firms - show that innovation is not just about big business

09 October 2024

We are conducting research on how small firms and sole practices have used technology and other innovative ideas to improve their services.

We have appointed Thinks Insight & Strategy to carry out this research on our behalf. They want to speak with sole practitioners and small-sized firms that have direct experience of using technology and innovating. Your experiences and insights will help the SRA to ensure that it is supporting small-sized firms to make the best of technology and to innovate, and in a way that benefits firms and clients alike.

If you have experience in adopting technology and/or innovation that you would like share, then please [email our research partners](mailto:research@guidance.sra.org.uk) [<https://guidance.sra.org.uk/contactus>].

They will then contact you to set up a telephone or in-person interview to hear about your experience.

Telephone/online interviews would involve a one-on-one discussion with a Thinks researcher, lasting up to 45 minutes. In-person interviews, which would involve a researcher coming to meet you, would require around an hour of your time.

We are looking to conduct all interviews by the end of November, with all sessions organised to best suit your needs.

Thinks will not be sharing the names of anyone who takes part with us – we will not know who they have spoken to.

By sharing your experiences, you can help us identify how we can better support sole practitioners and small-sized firms to use technology and innovate, and we would be very grateful for your participation.

If you have any further questions about this research, contact our [research team](mailto:research@guidance.sra.org.uk) [<https://guidance.sra.org.uk/contactus>].