



**Chris Lamb**



## Festive Thoughts from the MD

"It's a cold winter this year in many ways! Recognising that, it's important that we support each other and reach out to those more in need of help. At least this year it is easier to gather people together and share occasions, so let's make sure we enjoy ourselves whilst keeping an eye out for the vulnerable. I'm pleased that we continue to support the [Giving Tree](#) appeal each year at this time, and our annual round of nominated charity donations continues to increase in size, with some extra level of donations being targeted this year at those who may struggle through the winter. Keeping to our principles on providing support internally and externally is important when times are harder, whilst we've been fortunate enough to achieve good business performance through the dedication of our team – so celebrating our 10th year has been a lot of fun as well. Thank you for your continued support and have a Merry Christmas!



## Celebrating 10 years in Business

September 2022 marked a big milestone in our calendar: we celebrated our 10-year anniversary! From its roots as a little-understood niche offering, Optima has blossomed as a leading Systems Consultancy across multiple sectors. Now a business over 30 employees, 15 associates, over 200 client engagements and £5M annual turnover in 2022, our ethos remains as strong delivery for our clients, and an internal culture based on openness, respect, and support. Whilst appreciating how far we've come, we're sure the next 10 years will be just as exciting, challenging and rewarding. Find out more [on this link](#) about our journey, key facts about us and our ambitions for the future.



## As Usual, Growth is Great

We've welcomed [six Systems Engineers](#) in 2022, enabling us to expand our capability offering, increase diversity across our team and utilising their combined talents across a number of projects. This includes further experience in Model Based Systems Engineering (MBSE), Communications, Electronic Warfare, Naval Combat Systems and enterprise architecture.

We've further expanded our client base in the defence and civil nuclear sectors and maintained a good win rate in competitive bidding, with orders up over 20% on last year.

Simultaneously we've maintained excellent levels of repeat business – with very positive feedback on the value we are adding to programmes.



## Optima on tour

We've been enjoying getting out and about again and had a rather eventful year in 2022:

We hosted our second Inclusion & Diversity event for INCOSE UK on 3 March in Bristol Zoo with a small, but highly engaged and enthusiastic audience.

We have also had a stand at the Bristol Security Cleared Careers Expo in April and the Farnborough Defence Procurement, Research, Technology & Exportability (DPRTE) event in May. In September we throw a cocktail party in central Bristol to celebrate our 10-year business anniversary with our business partners and associates and we hosted a webinar on complex problem solving for the nuclear (NSAN) network in November.

Hopefully see you at DSEI in 2023!



## Driving EDI changes

We continue to drive inclusion and diversity in the workforce and the wider profession. In the last couple of years Optima hosted and sponsored two EDI events for INCOSE UK members and we don't stop there, we will continue to play our part to inspire and position young people from diverse backgrounds into systems engineering and related professions.

We are committed to fostering an inclusive work environment where each of our people feels like they belong. This year we were focusing on raising our people's awareness and understanding of neurodiversity at the workplace.

Early next year we kick off our Optima EDI workgroup, benchmarking our internal processes with the NIB ND Maturity Index and shaping our future plans so watch this space!



## 2022 Highlights

The Optima Social Calendar was as event- and colourful as ever this year returning to in-person fun whilst keeping some Zoom-based activities to include everyone.

We kicked off the year with a Daylight Challenge in February, run a photo competition in aid for Ukraine, started a walking and beer tasting club, got together for some 3D printing, run quizzes on cinema, history and geography and had a great family day out to Alton Towers in June as part of our business anniversary celebration. The social year concluded yet again with another fabulous Christmas party - this time we have been transformed back to the Roaring Twenties at Bristol Paintworks.



## We're hiring - Join our team!

We have exciting new challenges on offer for Systems Engineers / Senior Systems Engineers looking for an opportunity to make a real difference!

Is it you or do you know someone who's ready for the next challenge and have experience in any of the following:

- Maritime Combat Systems
- Model Based Systems Engineering (MBSE)
- Business Analysis
- Nuclear Systems

Find out more on our [job site](#) and come and talk to us!