

25 August 2011

Dear Business Owner.

**I Was Lost In The Day-to-Day “Doing”
On An Hourly Basis Earning Less Than Everybody Else...**

My name is Shaun Wilders, managing director of Cultrix. We are an IT support and web development company based in Barnsley and we've been running since 2002.

1. What made you originally consider having a KanDo Coach?

I almost used a business coach before. I had done 90 day training workshops and things like that but I think the problem before was that there was no follow up, it was 'This is how you do it, go off on your own and do it.' For me that doesn't work, I need someone on my back to make sure that I get things done, otherwise everything else in the business takes over. So for me, using a coach was really to have that sort of accountability.

2. What needs, frustrations or fear motivated you to invest in KanDo's coaching programme?

The main reason I decided to invest in KanDo coaching was I had been thinking 'I have been sat in this corner of the office for the last 9 years, do I want to be sat here doing this the next 9 years and actually not get any further forward?'

3. What concerns did you have about investing in KanDo Coaching?

The obvious one of cost. I'll be completely honest, we couldn't afford to do the coaching but for me it was a matter of – as with anything else - you want a return on your investment. It was a risk for us to pay for this because actually it is like another wage but I knew that if I was paying for it myself rather than having the funding from some organisation, if it was going out of my own pocket – then I would actually be very serious about it and actually do it.

4. How has KanDo coaching changed you as a person?

I would probably be chained to my desk normally from the early hours of the morning until it was dark. So freeing up more time, I'm actually going out a lot more and meeting with clients and generating much more enquiries for the business. Actually taking that step away from doing the 'doing' has given us more time to 'do'. The next step is to get somebody else into the business to do what I do.

5. What have been the biggest changes you have experienced in your business since the coaching started?

I've been in the coaching programme, probably not even two months, and I am straight away seeing definite benefits. With KanDo coaching I am given the tools to do that so it's not just, 'You need to do a marketing plan' it's, 'Here is a template and this is what you need to do with it' so I suppose giving you shortcuts and the tools to do the things that need doing in a shorter space of time.

My leadership skills have improved and I have learned to delegate much more and much better to my team which has released lots more time for me. And that time I am now using to do activities that are driving the business forwards rather than me just being busy in my corner.

With the strategic plan process we actually managed to work out, including figures, exactly where we were aiming for in 15 years which is something that I never thought we would be able to get to. We worked out a 15 year plan and then worked that back to a 5 year plan, a 1 year and then a quarter, actually- and again we are only 2 months into the process - we may achieve our 5 year goal within the next couple of months. We are talking a jump from around £400,000 turnover to £3m and it looks like we could do that in just 4 months of coaching so that is just massive for us.

6. If you were speaking to another business owner, complete the following sentence. "Your coach will..."

Very early on I was very much afraid of starting out on this, mainly from a risk point of view, for us cashflow wasn't great and I was very worried after deciding to go ahead, about actually doing it and it wasn't until after the first meeting that I soon realised, 'Wow this is quite powerful stuff' so I think I would recommend to people that if you are thinking about doing it then just go with your gut instinct and give it a go because once you start on the process there is no turning back.

7. What would you say to other business owners considering working with a KanDo coach?

If you are considering working with a KanDo coach I would say just get on with it. If you are serious about your business growing and succeeding and being the best at what you are you really need to just get on with it now rather than later because if you put it off you are putting off the success of the business. So just get on and get started.

If you wish to speak with me directly about my experience with KanDo, give me a call on 01226 736 679.



Shaun Wilders
Managing Director