

30 March 2011

15 Years in Business - We Were Becoming Stagnant. After 12 Months of Coaching, Our Business is Revitalised With a Profit Increase of Over 400%

1. What made you originally consider having a business coach?

We've been in business for 15 years already. There was a concern that things were becoming a little stagnant – and after bringing a new director on board, we thought it would help our focus with new, fresh ideas by bringing in an external pair of eyes. To be honest, originally I thought I didn't need one, and I thought Chris, our new director and shareholder would gain more from it – but I was very very wrong.

2. What were your frustrations, or needs or fears that motivated you to invest in a business coaching?

After all those years in business, we were standing still and despite the recession, we wanted to push our business on to the next level and I was concerned that we just didn't know how to take ourselves to that next level.

3. What concerns did you have about investing in business coaching?

We were concerned if it was worth it or not, because for the money we were investing in coaching, we could pay for more staff or equipment. And we are quite miserly about spending any money. But one of the things we were pleased with on our first meeting with KanDo was that we could extract ourselves pretty quickly from the programme if we wanted to if we didn't feel it was worth it.

The investment for the first couple of months felt worth the risk. And we are still here a year later and still willingly paying the fees. Which says an awful lot.

4. What did you want to achieve in your business as a result of the investment in coaching?

We were so busy in the day-to-day workings of the business, and dealing with clients, we'd never had the time to sit down and think what we actually wanted to achieve other than making a living and paying bills - and that in itself was a worry.

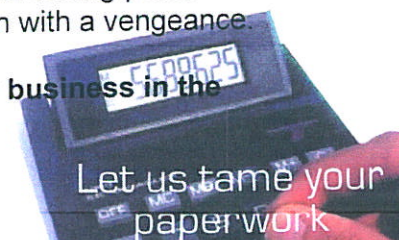
Now we know that we want to build a dream team to free us up from the day to day running of the business, we want to increase our sales and our profits and develop our company to become a recognized brand in our marketplace.

5. How has coaching changed you as a person?

I am much more confident as a business owner. You become stale after 15 years in the same business and you sometimes doubt how good your own skills actually are. So coaching has completely changed the way I look at myself. I was always a strong person and through the motivation and inspiration of my coach, that has come on with a vengeance.

6. What have been the biggest changes you've experienced in your business in the last 12 months, since the coaching started?

Vision: We have a clear vision of where we are going.



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Team: We now have a team on board that is really amazing – for the first time in 15 years, thanks to Kando - we have a system in place for finding ONLY the right people for our team.

Marketing: Following the KanDo coaching methods within four months we actually got our "dream client". Financially we have benefitted because we actually have a client we didn't before think we could ever get - because of the skills we've been taught.

Sales: Over the last 12 months sales increased by 19.4% - but profits have increased by a staggering 412%. And at the end of the day – bottom line is what it is about – so we can have more money available to invest in further growth of our business.

Growth: We have learned that we can achieve a lot more than we had been, and we've now got the skills to back it up and have a real chance of succeeding.

Systems: We have put procedures in place that have worked incredibly well. We are happy with those results. At first we thought they would be labour intensive and laborious to set up and yet again, KanDo proved us wrong. Things are running smoother because of it. And they weren't laborious and time consuming like we thought they would be. It's actually saving us time now - that was part of what KanDo helped us with.

Customer Service: We've now got the systems in place to provide great service to the best of our abilities to all of our customers.

Next 12 months: Our plan is to grow the business with a 100% increase in turnover in the next 12 months. And we think that is absolutely achievable.

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

If it's anything like the experience Number Crunchers had, will become part of your management team. You feel like they are part of your company. It's like having an extra weapon in your armoury. Suddenly you've got that expertise AND accountability that you didn't have before.

Your coach will bring a fresh perspective on your business, and will open up routes and ideas that will benefit your business. I can't speak highly enough of KanDo and the way they approach it, and go about it for all of their clients to be honest.

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

If you are thinking of using a KanDo coach I would quite simply say, "Just go for it." The benefits that you get from it far outweigh the costs that are involved. It can turn your business around and that's the ultimate goal for the business to be making money and a profit - and for your life to be better off. KanDo understand that, and they will push you to achieve that.



Isabella Callaghan
Managing Director – Number Crunchers (Sheffield) Ltd

