

18 July 2011

6 Weeks in the programme –
First holiday in 8 months AND record sales month for first time in 2 years.

My name's Tim Mason. I'm the MD of White Rose Security and we supply, install and maintain electronic security systems for commercial, industrial and retail sectors.

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

I felt like I had hit a glass ceiling and I was ready to grow as a business and as an individual. We've been in business now for 13 years already, employing 21 people and doing about £1 million in sales per year.

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

I would literally arrive at the office each day and be confused as to what I should be doing. It sometimes felt like I had a pair of frosted glasses on and I couldn't see what needed doing. I needed clarity and I needed direction.

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

KanDo came at a time when I needed a coach the most, but I just didn't have the cash flow available. That said I was convinced that we could find a way to fund the programme. At the end of the first month of coaching, not only did we hit a record month in sales for the first time in 2 years, but we were bringing huge amounts of cash into the business. The Cash Gap Plan my coach helped me implement brought me focus and made me accountable, and the effects of this have been phenomenal. For the first time in years, I am really excited by what is happening in my business

Another concern I had was time. My diary was already packed to its limit and I have realised that I was always busy fire-fighting. Now that I am more organised and streamlined, I do have the time to focus on the goals I've set with my coach – and by focussing on the goals, the steps we put in place in the business have given me back a lot of time which I did not have before... which means I can now focus on growing the business as opposed to being stuck IN it.

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

Clarity, a vision, and confidence. And ultimately – Financial Freedom.



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

I hadn't been on holiday for 8 months. At the end of the 2nd week of coaching I actually took a long weekend for some time away with my children- which was absolutely fantastic.

I had the right attributes to succeed but was lost working IN the business and not working ON the business. Since I commenced coaching with KanDo I have my focus back. I have more of a helicopter view of the business rather than being stuck in the middle of it and not knowing which fire to put out next. The coaching has corrected some of the fundamental mistakes I was making that were actually sabotaging my business. As a person, and in my approach, I am far more polished!

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

In the one and a half months that I have experienced coaching with KanDo the biggest change has been cash flow, and that has really surprised me. I thought I was focussed on collecting cash before I started the coaching program and when I look back I wasn't even anywhere near the level that I'm at now.

Recruitment has been a challenge for me in the past – but the Employee Acquisition Plan my coach showed me helped me to recruit a fantastic sales person. Because of this simple, but effective system for finding the right people, I now have the confidence to find A-players for my team.

Equally, the strategic plan is one of the most powerful documents that I have ever used. I had previously spent months, surrounded by pieces of paper, trying to put together a plan of where we were going and how we were going to get there but with no success. Completing the Strategic Plan with KanDo took just 4 hours and that allowed me to gain clarity on my 'end game' for the first time. We are now heading in the right direction for my 30 year plan, which is broken down each quarter so I always know what I am doing and where I am heading. I've got my key management staff working towards that with me. What a fantastic document.

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

Your KanDo coach will get you to actually do the things that you said you were going to do. My coach has made me focus on the key elements of my business that will make, and continue to make the business a success and promote growth- and then holds me accountable to making it happen.

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

It will be the best investment that you will ever make.
It certainly has been for me.

Having used coaching in the past, I found the KanDo approach unique and refreshing. It's very specific and it's very much financially led. It is focussed on improving the business and that's very different from any other coaching organisation I have worked with in the past.

If you want to speak with me directly, feel free to give me a call on 01709 588773.

Kind regards,



Tim Mason
Managing Director