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Dear Business Owners

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In 5 months, our revenue has doubled and we now have cash reserves in the bank

I am Gordon Earl from Will Makers of Sheffield. My family has now been in business for around 12 years.

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

We first considered having a KanDo coach after speaking with someone who had already benefited from coaching. At that point my business was running my life and I really wanted to take control so that I was running my business.

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

Our fear was that in the current climate the business my family had worked so hard to develop over the years would fail. I needed to look at different ways of marketing the business and different ways of developing it so that we would survive – and flourish. And building the business to a point where I can happily hand it over to my children is my ultimate aim.

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

Initially I felt it was a large sum of money to be paying out each month in order to achieve a goal. Would KanDo, in reality, help my business grow to the point where the investment was not a consideration at all? Very quickly I realised, yes, it would. In just 3 months we are achieving the goals in the business that we set out to achieve in the beginning.

4. How did you manage to commit to the coaching and work towards your goals despite the fact that life can get really busy?

One of the first things we put in place was a new back office system. In twelve years we have never used a more effective system. And because it works we gained back lots of time we were previously spending on day to day tasks. We were then able to dedicate this 'extra' time to the coaching, which in turn gave us more time to accomplish the goals that we set each week.

Personal Service... With Integrity

This firm complies with the IPW code of practice.



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

In the beginning I was quite cynical about coaching as I wasn't sure whether it would be effective for us, however, my opinion has changed completely. All the goals we have set with the coach have been achievable and those small achievements are building up to bigger achievements.

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

As a team we are now motivated and driven... we never have had that kind of attitude before. Before we started the coaching we were so concerned with the day to day jobs that we didn't see the bigger picture; we never really had a set goal or a target. Now we have got that motivation and the drive to keep moving forwards.

Our sales targets (and what we are actually achieving) are now more than double to what they were before – and because of the focused action, we now also have cash reserves in the bank which we never had before.

Do I still work hard? Of course I do – but now, the return on my investment of time is much bigger and there is a clear path we're walking towards a very specific goal.

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

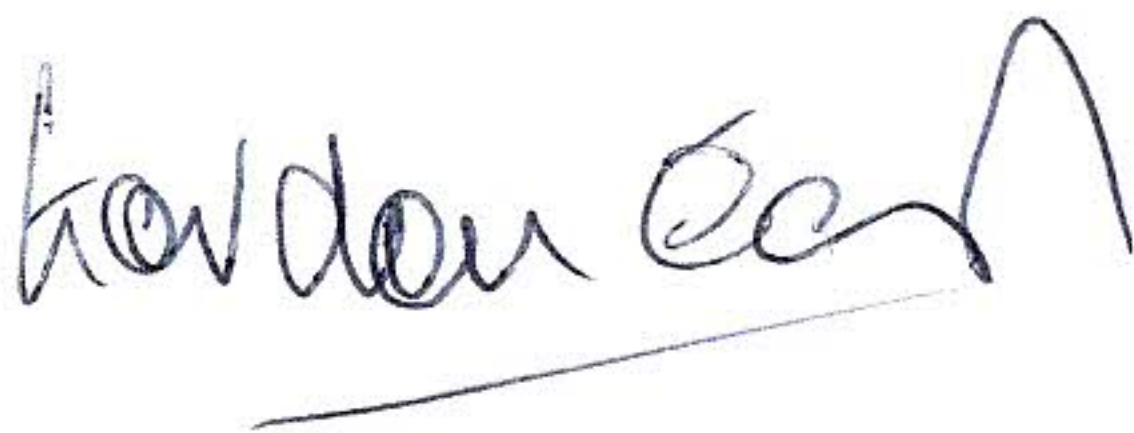
Your coach will help you set personal goals and if you don't achieve those goals your coach will hold you accountable for your actions, or lack of them! You become motivated because you know your coach will challenge you.

There is no doubt that your coach is there to push you on and keep you moving forwards. Maybe you will want to shrink back once in a while but your coach will keep gently nudging you forward even when you feel like you don't want to.

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

I think any business owner, in his heart of hearts, can acknowledge that he is not really in control of every facet of his business. No matter who you are, you do not know everything, we can always learn from others. We may well be experts in our own field but very few of us are experts in running a business.

KanDo helps you develop to your full potential by creating a business that supports you and leaves you free to apply your strengths and capitalise on your expertise and abilities.



Gordon Earl
Managing Director