

Case Study: Clever Business Coaching



Clever IT is a rapidly growing IT company. Know+Do were brought in by the MD to help him review the current vision for the business, look at the existing business systems and sales training for a new staff team.

Purpose

Businesses will go through many different periods of growth and these can involve considerable risk and challenge. Many owners experience the loneliness of their role and recognise the pressures of being the one making decisions about the future of the business and people's jobs. These feelings are heightened as a company grows and the challenges for an owner move from operational to strategic. Our role was one of support and challenge to the MD to set the company's direction for the next 3 years.

Process

We set a series of meetings with the MD to have uninterrupted face-to-face time to explore where the business was currently in relation to its existing plans. The meetings were a mix of in-depth questioning to understand how the business was running combined with a diagnostic review of key metrics; the latter gave an idea of how effective and efficient core systems were operating.

The client needed our coaching to happen before 7am to fit around a busy period of growth and expansion for the business. The questioning helped the MD to identify what was working and why, and what needed changing to take the company forward with new growth targets.

All staff were taken through a sales training day to help staff understand their individual roles in supporting the sales process. This has enabled the engineering team and the support staff to work together to be more proactive in discussions with customers. It helped clarify everyone's role in measuring impact and in ensuring that the customers get what they need at the right price and that they are not over or under-sold based on their current needs.

Payoff

We have helped the business identify and put in place smarter systems and more effective operating processes; something they have named doing things the 'Clever Way'. The impact of the support has seen the business rebrand itself, move to larger premises, take on more staff, win more retained contracts and have a much clearer mission and vision for the business.

The support has also impacted at a personal level for the MD. He has been able to free up more time to work on the strategic direction of the business and delegate more tasks ensuring that he has a more sensible and productive work/life balance. By working the 'Clever Way' he now works less and produces more.

For more information on this case study contact info@knowanddo.com or call 0161 24804567

