

# Case Study

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## Allbright Case Study



“Joining ActionCLUB was one of the best decisions of my life”

Allbright Window Cleaning services the domestic and commercial sectors across West Yorkshire. It was started by David Grant in 2008 after a career in marketing. Although the business had grown it wasn't expanding at the level David wanted it to. It was this desire to increase growth that led David to seek out some help.

In January 2012 David was introduced to a business coach from ActionCOACH. He was hesitant at first but after discussing what he wanted with his coach he felt more confident. As David said “After an initial meeting it soon became apparent that we were talking about an expert business coaching programme that was going to deliver real results and a significant return on investment.”

David decided to attend ActionCLUB group coaching programme. This involves a number of group events including 7 fortnightly group workshops which each last three hours. These workshops are aimed at developing an understanding across the core disciplines such as finance, marketing, team building and leadership. Additionally David attended a full planning day which helps to define a practical three month plan. On top of all this David was encouraged to implement what he learned and received telephone support between sessions from his coach.

David also took his general manager Gavin Watson to the group coaching events. They were joined by other business owners and directors who also wanted to achieve increased success. The mixture of business people from all sectors is a benefit of group coaching. As their coach said “Having business owners from all sectors and at different levels of experience means that everyone gets exposed to new and different ways of approaching problems. They can all help each other while following the structured coaching programme.”

The ActionCLUB programme series of workshops covers the main areas that business owners need to master. The first one they worked on was financial mastery ‘Knowing your numbers’. David found the topics covered and the materials supplied very useful. As he said “I really began to understand my breakeven points and the importance of adding value, not reducing price.”

In between the workshops the attendees are asked to do some follow up work to put what they learned into action in their businesses. This is vital as it embeds what they learn and means that they get tangible benefit from the sessions. David embraced this and made sure he did the work. As his coach remarked “David was very proactive and started implementing the advice straightway. This meant he saw some big changes very quickly.”

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One of the changes David implemented included looking at additional sales opportunities that he hadn't fully considered before. For example, he began offering a gutter cleaning service. This was a simple add on to what he was doing but immediately increased profits.

Before coaching David had been working long hours and wanted to manage his time better. The coaching programme introduced David to a number of ways of doing this. Including developing a 'default diary' that enabled David to plan his week more carefully and find the time to work on the business and not just in it.

Another module of the coaching programme that helped David and Gavin was team building and leadership. David developed clear 'rules of the game' which defined service standards. These were clearly communicated to the whole team. In addition he passed on the financial situation and targets so the whole team had a clear direction and knew what they needed to achieve.

The ActionCLUB programme covers many areas vital to business success. David and Gavin embraced all aspects of the programme and implemented what they learned. This had very positive effects for their business. As David said "ActionCLUB provides a systematic look at every aspect of your business and clearly outlines the actions needed to improve. Three months on we have already recovered the course fee and then some, and would expect that even in the first year we will recover at least ten times that figure!"

David and Gavin have improved many different aspects of their business and it is going from strength to strength. David can now see the growth trajectory he wanted and is very positive about the future. "The decision to work with our coach and do the ActionCLUB programme was one of the best decisions I have ever made in my life. Our coach is great to work with, is a great listener and gives expert objective advice that seems to provide instant clarity."

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