

Case Study



“*ActionCOACH has enabled me to drive and manage fantastic growth*”

EOS Risk Management provides security training, consultancy and operations to the maritime and offshore industry. This includes combating piracy on the world's oceans. David Johnson started the business in 2003 and had always run the business himself with the use of contractors, often from law enforcement and the military.

In 2010 David felt that he wanted to capitalise on the growth in the sector by expanding the company. Although he felt comfortable in running the business as it was. He knew his lack of experience of working within a larger organisation may limit his company's growth potential. David's background in marketing meant that he felt confident in promoting and getting leads into the Company but wanted to maintain the high levels of service while growing rapidly. As David said "I knew I either needed to employ someone with the skills required or use some sort of consultant."

David had some experience with consultants and coaching in the past but felt they were all a bit "wishy washy." However, he was recommended to a business coach from ActionCOACH by two different contacts. As he said "The ActionCOACH approach is very structured and practical. So I could see straightaway that it was what I needed." David began meeting with his coach once a week and attending GrowthCLUB to develop 90 day plans.

The first things his coach asked David to do was an in depth analysis of the business using the ActionCOACH 'Business Health Check'. This scores all the areas of the business from marketing and sales through to cashflow and profits. Additionally a SWOT analysis was done and a DISC profile of David himself. As David remarked "The results were very interesting, we scored well in service but poorly in budgeting, cashflow and sales."

This analysis and his coaches searching questions helped clarify for David what he needed to do to reach his goals. This involved making better use of his limited resources by creating structured procedures and bringing in more resource if required. For example, with new measures in place the financial side of the business is now in better shape. As David remarked "We now lead the financials, they don't lead us."

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Also, on the sales side, although they had plenty of leads their conversion rate was only around 1 in 30. With ActionCOACH's help they increased the conversion rate six fold to 1 in 5. However, this fantastic improvement led to its own problems. As David said "Now we have to turn work down! Which means that my challenge is to increase our capacity whilst ensuring that we deliver to the highest standard."

His coach has helped David break down each component of the business and ensure they are measured and tracked. This enables David to focus on the key areas, as he said "The structured approach has proved vital, it makes me look at the business in a different way. I see a series of functions and can work on any functions that are under performing."

David and his coach meet weekly and he also goes to GrowthCLUB and 90 planning sessions. As David remarked "My coach is my business 'shrink' I can unburden my issues and he helps me to work out the best way forward."

Even though David works in a growth sector his ability to handle that growth has been greatly helped by coaching. The numbers say it all, David's turnover has increased 700% over the past five months. As he stated "My coach has enabled me to take full advantage of all the opportunities and my fantastic growth has reflected that."

David has found that the ActionCOACH systemised approach and monitoring of all the key business variables has helped him become more productive. As he stated "I now make more money in the same time with the structure we have put into place. Plus I have time to work on the business and not just in it which means I can plan for the future."

The key thing that David says coaching has brought to his business is a change in 'mindset'. He is now much more structured and efficient and this is reflected in the business operations. Additionally this mindset has spread to the whole company. As David said "Everyone is looking for improvement. We ask the teams what they think would help to drive the business forward and they respond very positively."

The coaching has also had an affect on his personal life as David doesn't feel he needs to be in the office all the time. He knows the team can now handle things while he is out and the various processes mean he isn't called on for everything. David gave an example "I now don't get calls at 2 am for things like an operative on board a ship who needs his satellite phone topping up. They are empowered to deal with it and there is a written process to follow."

David is confident about the future and will be working with ActionCOACH for quite a while yet. As he said "My coach has easily paid for himself and helped me to cope with and drive the rapid growth I wanted. I would recommend ActionCOACH 100% to anyone who wants to grow their business"

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