

# Case Study

## Green Oval Garage Case Study



“One change has resulted in an additional £1 500 per month!”

Green Oval Garage is a Land Rover specialist based in Leeds. Brian Hoult started it seven years ago and currently has four employees. They saw some good growth and recently decided to move into larger more prestigious premises. Brian knew he needed to make the expansion work but didn't want to still be working until 9pm every day. So when he met a Business Coach from ActionCOACH at a seminar arranged by his bank he was interested in hearing how he could help.

The coach discussed what Brian wanted to achieve and introduced him to the ActionCLUB programme. This is a series of seminars over the course of three months that covers the key areas necessary for a successful business. Brian felt the programme would help him and was pleased that his coach had previous experience in his sector. As Brian said “My coach's experience was a big thing for me at first. Now I know that it doesn't matter. The ActionCOACH approach can be applied to any sector.”

At the start of the ActionCLUB programme his coach asked Brian what his dreams were for the business and personally. However Brian “Couldn't answer him.” But after a couple of the sessions he had created a clear plan for the business and knew what he wanted to achieve. This enabled him to plan backwards from there and work out what they needed to do to achieve the dream. He wrote a long list of tasks on a whiteboard. As he said “At first we couldn't see any whiteboard, but now we've done a lot of them and rubbed them out it's good to see the white again!”

His coach also introduced Brian to the importance of monitoring the key performance indicators of the business. This gives him the ability to work out what needs to be changed to reach the targets he sets in order to fulfil the overall business plan. Brian now has a 'dashboard' featuring his key numbers which means he “can see what's happening one week to the next.” He also shares this information with his employees which means they feel more involved and know what they need to do. For example he has put a board on the wall that tracks all the chargeable hours. “They now push themselves to be at the top and ask questions about how they can increase productivity.”

The need to monitor the key numbers is a vital element of the ActionCOACH approach and allows you to test new approaches and see how it affects profitability. This 'test and measure' approach has been embraced fully by Brian and “it comes into everything we do now.” For example before the coaching programme Brian believed that 99% of all new work came in via word of mouth. Now he measures this properly and knows it's more like 30%. This has had a big affect on the effectiveness of his marketing.

Find your  
ActionCOACH at  
[actioncoach.com](http://actioncoach.com)

# Case Study

## Green Oval Garage Case Study



ActionCLUB also covered marketing for his business. They defined his target audience in detail and thought about where they can reach them most efficiently. As Brian said “Just by asking some simple and different questions our campaigns got better.” For example, after a suggestion by his coach, they began reaching out to possible customers on Land Rover online forums. This has had a fantastic result. Brian now receives around five new customers per month via forums representing additional revenue of £1,500 per month.

They now have a clear marketing plan and are developing a database of customers and prospects. They are using it to communicate better with customers and can send reminders about services etc. They can also keep them updated on progress via email and even mobile phone.

ActionCLUB has also helped Brian build a stronger team and manage his time better. As Brian said “Previously it was all about me and I wasn’t good at delegating. But I’m trying to get much better at it!” He now delegates more everyday work to others so he has freed up time to drive the business forwards.

A result of having more time to work on the business, rather than just in it, has been creating systems and documentation that streamlines the operation. Before coaching they had a “verbal system” where everyone just knew what they needed to do as they had worked there for a while. But due to the expansion and the dream for the business this was not going to work moving forwards. So they are creating the manuals and processes needed that will enable anyone who is new to clearly understand what is expected of them. Importantly this systemisation allows for Brian’s high standards to be maintained and means he doesn’t have to be there to know things are being done properly.

Brian also enjoyed meeting and sharing with the other business owners on the programme. As he said “I met some really interesting people and we have been helping each other already.” He is feeling really positive about the future. He has a plan and knows how to achieve his dreams.

There have been clear improvements within his business and it’s helped him personally. “ActionCLUB is also a life coaching course. You can easily lose yourself in your business. It has helped me to refocus on my family and what’s really important. I’ve got my drive back.”

Find your  
**ActionCOACH** at  
[actioncoach.com](http://actioncoach.com)