



TO WHOM IT MAY CONCERN

TESTIMONIAL FOR TINA DULIEU

13.1.11

I have wanted to put together a written testimonial for Tina Dulieu (Coaching Dynamics) for some time, and have finally got round to it (hurrah).

Tina started coaching me back in April 2010, my company had been established for 5 years, and good things were happening. I had a vision for the future, but I wanted to do everything all at once. Tina sat me down and somehow segmented my overall intentions, and helped me identify what the first steps should be, she wouldn't let me try to do them all at once – she knew if I did I would fail! Slowly, but surely, she has coaxed me over the last 8 months towards rational steps forward, that when broken down into smaller actions all seemed very doable, and it is only now on reflection, that when I look back I can now see just how far forward Aralia has moved.

Along the way we have had diversions, which at the time I saw as taking me off course, away from where my heart lay, but of course Tina was right, these 'diversions' have in-fact led to significant improvement to our company profitability, and our turnover year on year will have more than doubled. Tina made me do things like introduce systems (extremely boring at the time) and I now know that we are well prepared for future growth.

During the course of last year I took the decision to employ 2 new staff members – my first 2! Very scary stuff, and at times I tried to convince myself it was the wrong thing to do – but, Tina was there assuring me it was the right thing – and oddly enough she has been proved right. I panicked mid-year and wondered 'what if the sales don't come' 'how would I then cover my hugely increased overheads' – whilst all the time Tina kept on telling me 'don't worry things have a way of working out'.

We ended last year on a major high, with business coming in from all over the place, I don't think that we were doing anything different, but somehow it all just came together and we have had a fantastic 2010. Luck? Possibly. Right place right time? Possibly. Culmination of the last 5 years effort – yes definitely. But, and a big but, I do know that without Tina's support and direction last year we wouldn't have achieved what we did in those 8 months.

- We systemised a huge part of our processes
- Took on 2 new employees and fully integrated them into the business systems (they wrote most of them!)
- Completely changed how we handle garden builds, we now act as the contractor, rather than an overseer (far more profitable)
- Have introduced a Maintenance arm to our business
- Won the Principal Award from Bali for Landscape Design Excellence

And now at last Tina says I am finally allowed to spend time developing Aralia Exteriors – thank goodness for that!

Would I recommend Tina? Whole heartedly and unreservedly. Does she know anything about Garden Design? No of course not, but that's not what Tina is about, she is about working with you to determine the best course of action for you and your business to reach your goals. It's a collaborative journey that is taken together as a shared experience. When you succeed Tina succeeds, and that's a true win win scenario.

Big thank you to Tina.

Patricia Fox MSGD / MBALI
Aralia Garden Design