

Coaching Dynamics

For me Tina was a choice.

My number had come up in the Chamber of Commerce raffle and I had to choose either a free Pizza or a DISC profile from Coaching Dynamics. The Pizza was looking like a good option but professional Danny decided to go for the mysterious profile prize.

Tina carried out my profile and then took us from the DISC profile and on to Growth Accelerator. We set targets together and used growth tools to identify what we had to do to hit our growth targets. Tina's enthusiasm for us to grow the company was a breath of fresh air; she was as passionate about our business success as my partner and me. Her regular visits served to remind us of what we needed to do to be successful.

After we identified me as the bottleneck in the company's ability to grow we added 2 new members of staff to reduce my workload. This allowed me to concentrate on pricing, project management and sales and with Tina's help I began to learn sales techniques and relationship building. I became more confident in selling and our business was energised with a new lease of life.

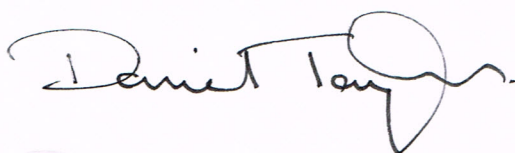
With Tina's help Novo Construction have gone from a small building business to a fast growing construction company. We have experienced turnover growth of over 1000% to £3M in two years, with new targets that will take our £300,000 turnover business of two years ago to £20M turnover business within the next three years.

The best thing about our Journey with Tina and Growth Accelerator is that when we set our 3 year target 2 years ago they were just pipe dreams, today I know that with Tina's continued support will reach our new £20M turnover targets and beyond.

As part of the Growth Accelerator journey we were excited to be finalists in the National Growth Accelerator Awards, "The Brave and The Bold", held in Mayfair in June 2014. To be one of 8 finalists in our category when 55,000 businesses have taken part in Growth Accelerator, was testament to the growth Novo Construction have achieved.

Tina has given us the tools and confidence to succeed and I can't thank her enough for all that she has done for us. I would whole heartedly recommend her to anyone who is serious about growing their business.

It appears that faced with a choice of Pizza or Coaching Dynamics, the later has proved to be the healthy option for our business.



Danny Taylor, Director, Novo Construction Ltd