

## COACHING DYNAMICS' CASE STUDY

### ⇒ Who is the client and in what industry?

#### **Lasered Components Limited**

Lasered Components are specialists in production and prototype laser and water cutting, with a growing reputation for world class service.

The offices and factory in Braintree, Essex, house industrial laser cutting machines manufacturing components for many industry sectors.

### ⇒ Programmes undertaken with Coaching Dynamics

Business Coaching via Growth Accelerator Programme;  
Management Training

### ⇒ Reasons for working with Coaching Dynamics

As a growing company within their field, Lasered Components have a desire to be the leading manufacturer in their industry. They wanted to expand the company and create a structure for that growth through management development and business strategy.

### ⇒ What was the process?

Tina is a registered and approved Growth Coach for Growth Accelerator, a Government co-funded scheme to help entrepreneurial businesses grow. Tina could see that with the correct strategic plan for growth, there was every reason to believe that this company could achieve their vision. Tina referred the Directors Kevin and Karl to Growth Accelerator and they were accepted onto the scheme.

The six month business coaching programme began in November 2012 and we began with the strategic planning for the next three years using an Orbit Strategic Diagram and Breakthrough Planner. This incorporated the expansion of the premises through purchasing the factory next door and investing in faster performing cutting machines. All very exciting!

Next the focus was on sales and marketing, defining the blend of business, profitability of each blend and creating a 12 month marketing strategy and plan of action. It was evident that to carry out these plans a Business Development Manager needed to be recruited. Use of DISC Personality Profiling (Tina is a specialist in this) ensured that the candidate with the best personality fit for the role and company was engaged. The technical and office staff expansion is also planned.

### ⇒ What was the outcome?

Exciting progress! The premises next door was purchased and machinery installed. The new 4x faster machinery ensured a greater turnover of manufacturing, the new BDM brought in the expected business and a new website was developed. Lasered Components are on track to achieve their planned outcomes for the financial year and continued growth of 20% per year is on target.

### ⇒ Client comment

'Our coaching sessions with Tina focused on creating and implementing a strategic growth plan and a 12 month targeted marketing plan. This has been instrumental in moving the business forward and increasing our profits.'

### ⇒ Tina's comment

'Lasered Components has huge potential that is attributed to Kevin's visionary entrepreneurial skills and Karl's amazing technical ability. It is fascinating to work with them and to see their plans for expansion turn into reality. I have every confidence that they will achieve their targets and vision for the future!'



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