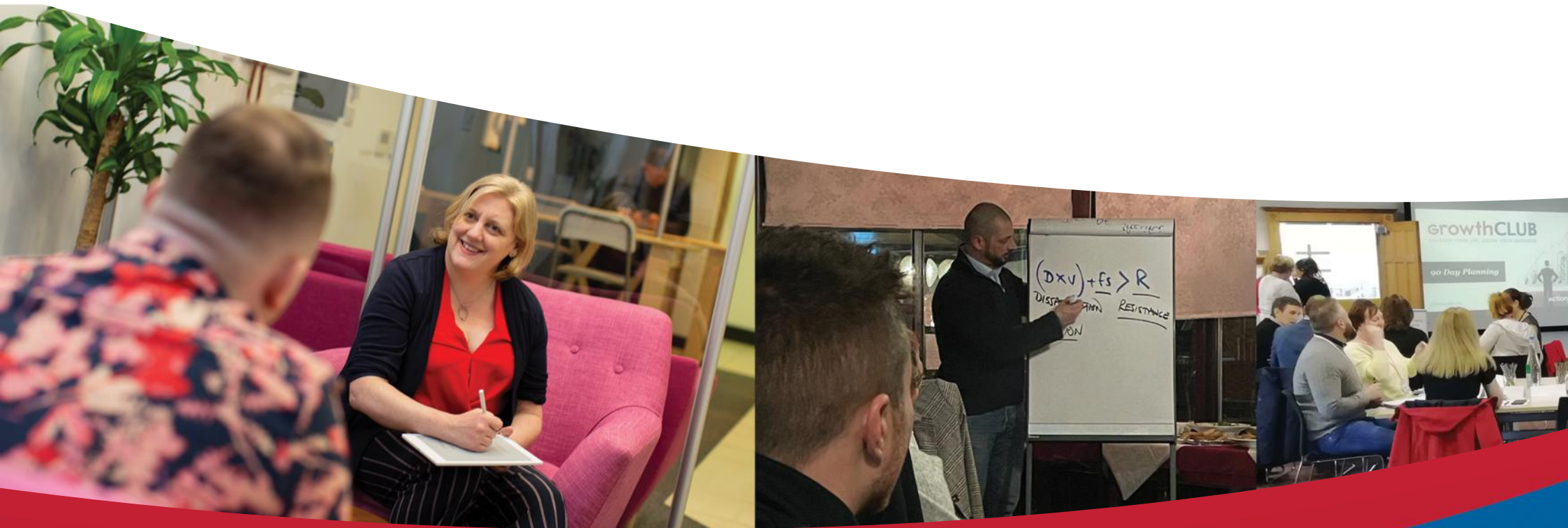


ActionCOACH®

BUSINESS COACHING

WAKEFIELD



REAL PEOPLE.

REAL RESULTS.

wakefield.actioncoach.co.uk

01924 208881

wakefield@actioncoach.co.uk

FREQUENTLY ASKED QUESTIONS

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Here's how your business can score big by working with us...

Who is ActionCOACH?

ActionCOACH is the world's number one business coaching company.

Started in 1993 by Brad Sugars, ActionCOACH is the largest business of its type in the world with offices and Business Coaches from Singapore to Sydney to Southampton. From the start, ActionCOACH has been set up with you in mind.

As the alternative to conventional and costly consulting firms, ActionCOACH is designed to give you both short-term assistance and long-term results through its affordable and effective mentoring approach.

Few companies have the experience in their field that ActionCOACH does, having worked with business owners both in group coaching sessions and one-on-one coaching programmes for close to 30 years. In all of our coaching programmes we are focused on our exclusive business building strategies to help you achieve the ActionCOACH definition of a business - A COMMERCIAL, PROFITABLE ENTERPRISE THAT WORKS WITHOUT YOU.

ActionCOACH works with more than 15,000 clients every week in over 75 countries. Based on sales, marketing, financial and business management systems, ActionCOACH not only shows you how to increase your business revenues and profits, often quite dramatically, but also how to develop your system and team so you, the owner, can work less, relax more and enjoy business ownership.

And it all starts with our coaches.

Our Business Growth Specialists have broad and deep business experience, and are either fellow business owners who have invested their time, money and energy to make their own various business ventures successful or experienced coaches with a track record of success. They'll be your unreasonable friend and your success is our success.

Why do I need a Business Coach?

Every great performer, whether it's an elite athlete, business legend or performing superstar, is surrounded by coaches and advisors.

As the world of business moves faster and gets more competitive, it's difficult to keep up with all the changes in your industry- in addition to running your business every day.

Just like great athletes who find success by following the leadoff a coach with a winning game plan, more business owners than ever before are turning to Business Coaches and Business Growth Specialists to help develop a winning game plan for their business.

Why?

First of all, it's very difficult to be truly objective about yourself. A Business Coach can be objective for you, and can see the 'wood for the trees.'

A sports coach will make you focus on the game and will make you run more laps than you feel like.

A good coach will also tell it like it is and will give you small pointers about the game and your competition. A great coach will listen and guide you to success.

Likewise, a business coach will make you focus on your business and hold you accountable to the things you should do and to where you want your business to be.

Your coach will also be like your one person board of directors. They will help you when it comes to marketing, your sales, your training and every other area of your business. Simply put, when you work with us, we become your partner, your mentor and sounding board.

This is how we help you to make your goals and dreams come true.

What's an Alignment Consultation?

The Alignment Consultation is where we start with every business owner.

During this meeting your coach will learn as much as possible about your business, your goals, your challenges, your sales, your marketing, your finances and so much more.

An Alignment Consultation is done with three goals in mind:

1. To know exactly where your business is now.
2. To clarify your business and personal goals.
3. To get the crucial pieces of information needed to create an Action Plan to get your business and life to where you want in 12 months' time.

The plan isn't a traditional business or marketing plan, but instead a step-by-step plan of action you'll work through each year of your one-on-one coaching programme. The plan is also what makes the annual Alignment Consultations so profitable for our clients.

What is one-on-one coaching?

We offer many different coaching programmes, all designed to help your business grow revenue and profits and while you can always start with a group coaching programme, nothing gives you the results that one-on-one coaching does.

Typically, it takes 3-5 years of weekly participation to get your business into its most profitable state. The following two years focus on wealth creation.

There isn't an area of your business that one-on-one coaching doesn't touch. From weekly coaching calls and goal setting sessions to working with you on your new marketing pieces, you will develop new sales strategies and business systems so you can work less and learn all you need to know to make your dreams come true.



What is group coaching?

We understand that every business is at different levels in their business and that's why we've also developed multiple group coaching programmes to fit the needs of every level.

Unlike a consultant, your personal Action Coach will do more than just show you what to do; he or she will be with you when you need them most as each idea takes shape, as each campaign is put into place, as you need the little pointers to make things happen. Your coach will also be there when you need someone to talk to, when you're faced with challenges or most importantly, when you're just not sure what to do next.

You'll benefit from the support of your group, not just through lowering your investment compared to your flagship one-on-one coaching programmes, but also through their camaraderie. You'll enjoy opportunities to tap into our wider UK communities of over 2,000 members and of course, we'll be there every step of the way.

“ We're now at 4x Turnover and 4x Profit from where we initially started.

The results have been close to life-changing for us.

I've been able to take on staff, move to bigger premises and buy my dream car, a Tesla! ”

Lee Hart, Unbranded Digital

How long will I work with my Action Coach?

For as long as you're in business - Well we would say that, wouldn't we!

However, participate fully and it's odds on every year your coach will turn out to be one of your most profitable team members. And why would you ever sack a profitable team member.

If you've been in business for more than a few weeks, you've seen at least one or two so called 'quick fixes'. Most consultants seem to think they can solve all your problems in a few hours or a few days.

At ActionCOACH, we believe long term success means we aren't just offering suggestions or doing the work for you; it means doing the work with you, showing you how to do it, working alongside you and creating success together.

Each year, you'll see your goals become a reality, you'll gain both the confidence and the knowledge to make it happen again and again.

How can you be sure this will work in my industry and in my business?

ActionCOACH is an expert in the areas of sales, marketing, business development, business management and team building. With literally hundreds of different profit-building strategies, you'll soon see how powerful our business growth system is.

Because you are the expert in your business and industry, together we can apply our system to make your business more effective.

Because of our network of coaches all over the world, ActionCOACH will have worked with, managed, worked in or even owned a business that is the same or very similar to yours.

Our extensive network means that when you hire us, you hire the full resources of the entire ActionCOACH network to find a solution for any and every challenge you may have.

Imagine hiring a company with the collective knowledge of thousands of experts, in virtually every industry, in every corner of the world, ready to help you.

Won't this just mean more work?

Once you know the ActionCOACH definition of a business, you will never ask this question again. Our goal is to help you build a PROFITABLE, COMMERCIAL, ENTERPRISE THAT WORKS WITHOUT YOU.

The last two words are the most important because, in the end, our goal is to have you no longer working IN the business, but instead, working ON it. That means more time to spend doing what you want to do while the business serves you, instead of the other way around.

Of course, when you set the plan with your coach, it may seem a bit overwhelming and you may need to find a few extra hours in the first few weeks, but no one ever said achieving your goals would be easy!

However, the further you work into the programme, the less work you'll actually have to do. And at the same time, your company will be more productive and profitable.

Simply put, you'll be working smarter. You will be amazed at how focused you'll be and how much you'll get done. With focus, an Action Coach, and most importantly the ActionCOACH systems, you'll be achieving a whole lot more with the same or even less work and effort.

How much will this cost?

Your investment will depend on the scope of our undertaking together. We will work this out with you so it will be appropriate for your business and the goals you want to achieve. But no matter what your investment is, rest assured you are guaranteed a return on your investment.

Yes, ActionCOACH was the first business coaching company to guarantee that you will find your fee within the first 6 months of coaching, or we will refund you the difference. That's right, we know our coaching system is so powerful that as long as you participate for the minimum time frame of 6 months it will grow your business, or it won't cost you a single penny. It doesn't get any simpler than that.

Because of our guarantee, you won't have to break the bank to work with us. In fact, working with an Action Coach will bring you increased profit and revenues.

You'll find having an Action Coach is like having a marketing manager, sales team leader, trainer, recruitment specialist and consultant – all for one nominal investment, guaranteed to work.

Everything you do with your coach is an investment in your future. Not only will you begin to create great results in your business, but you'll end up with an entrepreneurial education that is second-to-none.

With that knowledge, you'll be able to repeat your business success over and over again in ventures.

Will it cost me extra to implement the strategies?

No. Implementing the strategies is part of the ActionCOACH experience. Give your coach just half an hour to show you how to turn your marketing into an investment which yields sales and profits rather than just increasing your overhead.

In most cases, an Action Coach will actually save you money when they help you unearth areas that aren't working for you or your business.

For some marketing or team building programmes, you will need to invest some money to make more money. And yet, when you follow our easy-to-use systems, calculated risks net substantial returns over time.

Remember, when you default to the accounting way of saving costs, you can only add a few percentage points to your bottom line. Following the ActionCOACH formulas, the returns from your sales, marketing and team members can be exponential.

What can I expect from my Action Coach?

Remember we are still your business coach and we can't do your work for you. You're still the player, and it will always be up to you and your team to score the goals.

We will push you, cajole you, help you, be there for you and even do some things with you. But in the end, you've still got to do the work.

Ultimately, only YOU can ever be truly accountable and responsible for your own success, but we will guarantee to provide the best service and support available, to answer your questions and challenges promptly, and offer you the most current and appropriate processes and approaches.

We are fully committed to helping you become successful (whether you like it at the time) or not.

Once we've helped you set your goals and create your plan, we'll do whatever it takes to make sure you achieve your goals. At the same time promoting a balanced lifestyle as an overriding theme in all we do. This is to ensure you never compromise either the long-term health and success of you or your company, or your personal values and what's most important to you.

What results have other business owners seen?

Everything from previously working over 60 hours a week down to working just 10, right through to revenue increases in 100's and even 1000's of percent. Our results speak for themselves and are highlighted by specific examples featuring real people with real businesses – getting real great results.

There are three main reasons why this will work for you and your business.



My business now has structure and has grown by 49%; which is astonishing in the current retail climate. We have worked on my money management and we have a plan to clear my business debt this year. We also have a strategy in place for continued growth.



Christine Gillat, Hope Gallery

First, your Action Coach will help you get focused on your goals and the step-by-step processes to get you there. This focus alone is amazing in its effect on you and your business results.

Second, your Action Coach will hold you accountable to get things done, not just the day-to-day running of your business but for the dynamic growth of the business. You're making an investment in your success – and we're going to get you there!

Third, your Action Coach is going to teach you as many of our 328 profit building and business building strategies as you may need. So whether your goal is to make more money, or work fewer hours, or both – every year you can turn those goals into a reality.

But don't take our word for it. Just ask any of the thousands of existing ActionCOACH clients or the tens of thousands who have worked with ActionCOACH to achieve their dreams.

What areas will you coach me in?

Our '5 Ways' and '6 Steps' are two of the most powerful formulas in the world of business and we put them to use to work with you in all areas to help you multiply your revenues and profit and get your business to work so you don't have to. When you work with us, the emphasis taken will depend on you, your business and of course, your goals.

The key areas are:

- **Sales & Finance** – You can't know if you're winning if you don't have a full understanding of the scoreboard. This is the backbone for creating a profitable business.
- **Marketing** – If you want to make a sale, you've got to find a prospect first. Over the next 12 months we will teach you amazingly simple, yet powerful, streetwise marketing techniques and approaches to drive up your profits.
- **Team Building & Recruitment** – You'll never wish to find the right people again. You'll have motivated, passionate, enthusiastic and loyal team members for your business when we show you how to put our de-selection process to use.
- **Systems & Business Development** – End the hopeless cycle of the business running you and begin running your business. We will show you the secrets of having your business 'work' even when you're not there.
- **Mastery & Customer Service** – Discover how to deliver your product or service consistently, making it easy for your customers to buy and leaving them feeling delighted with your service. Learn new ways to motivate your current customers to give you repeat referrals and to ensure their repeat business. These are just two of the many strategies we will teach you.



Can you also train my people?

Yes! In fact, we believe training your people is almost as important as training you. Your coach can provide you and your business with many different training modules. You'll be amazed at how much enthusiasm and commitment comes from your team as they experience each of our training programmes.

Can you write ads, letters and marketing pieces for me?

At ActionCOACH, we believe in the principle, give a person a fish, they will eat for a lifetime. Our objective is to teach you to fish so you can apply strategies in your current business plus any business you may own in the future. You will be given all the tools so you can see real results as you go along.

Your coach can train you to do it yourself, or simply critique the marketing pieces you're using right now. If it's a critique you're after, we'll work through your piece and offer feedback in terms of what to change, how to change it and what else you should do to make it effective.

Finally, we can recommend a variety of books or resource materials which provide a 'home study' opportunity for you so you'll know how to do it yourself next time.

Why do you also recommend books and videos?

We do this to save you both time and money. You can learn the basics in your own time so when you get together with your coach, you'll be working on higher level implementations rather than the basics. It's also a very powerful way for you to speed up the coaching process and get phenomenal – rather than just great – results.

When is the best time to get started?

Right now! Before you take another step, waste any more money, lose another sale, work too many hours, miss another family event, or forget another special occasion, you need to call us today.

Far too many business people wait and see, mistaken in thinking that working harder will make everything better. Remember, what you know got you where you are today. To get where you want to go, you've got to make some changes and most likely, you'll have to learn something new.

There's no time like the present to get started on your dreams and goals.

So, how do we get started?

First, you need to get in touch with us. There's some very simple paperwork to go through and then you're on your way.

Next, you'll need to invest a few hours showing your coach everything about your business. Together, you'll get a plan created, and then the work really starts! Remember, it may seem a big job at the start, but with ActionCOACH, you're sharing the load.

Together, we'll achieve great things.

Email: wakefield@actioncoach.co.uk

Call: 01924 208881

or visit our website: wakefield.actioncoach.co.uk



CASE STUDIES

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wakefield@actioncoach.co.uk

CASE STUDY:



“100% Turnover Increase and able to Switch Off for The First Time in 5 Years!”

Jamie Megson of Avail Mortgage Brokers was feeling the pressure of trying to do it all in his business when he got in touch with ActionCOACH Wakefield.

Whilst they were making money and had some regular clients, David wanted to create a business that could run without him. This felt particularly significant as his young daughter approached her first birthday, and he was determined to be a more present father.

But with no mid-to-long term business goals, he needed some help to put those plans in place.

ActionCOACH Wakefield lead business coach, Jenni Morgan, was just that person for Jamie, helping him to step out of his business and evaluate it step by step, with the aim being to build a commercial profitable enterprise that could work without him.

Having that extra accountability during the first few months was key for Jamie. While he knew what he needed to do, having someone there to give him deadlines gave him the focus to prioritise the business changes, rather than getting stuck in the day-to-day job.

And perhaps even more importantly, Jenni’s guidance enabled Jamie to really look at how he could motivate his team to all work towards the same goal, by learning how to communicate with them effectively, and understanding the challenges they faced in their day-to-day roles.

The impact on his business has been *“massive.”*

Turnover has increased by 100% in the last six months, and Jamie has high expectations for the next year. *“I’m expecting to double what we did in 2021, and a big part of that is down to what ActionCOACH have done.”*

In addition, Jamie has been able to step away from working *IN* the business, to spending the majority of his time working *ON* the business. *“90% of what I do now is on the business, and if it’s 10% (in the business) it’s because I’m choosing to do it, rather than I’m having to.”*

It’s not just the business that has benefitted from the coaching. The structural changes Jamie made with the support and guidance of Jenni has given him a much better work/life balance too. He recently took a holiday, and found that he didn’t have to worry about checking emails or taking work calls.

“It’s the first time I switched off in over five years!”



[VIEW A VIDEO CASE STUDY](#)

CASE STUDY:



“Monthly Net Profit Increase, Clear Goals and Positivity For The Future”

It was an initial call with ActionCOACH Wakefield that persuaded Adam Brown of D&K Pallets of just how much coaching could help him.

His business had been making a loss, and Adam had been feeling the stress of this, but was unsure how to resolve it. Furthermore, he felt quite alone in the business, with no support. With the situation as it was, bringing a coach on board seemed like the obvious solution. *“I just thought, why not?”*

The first step in the journey with ActionCOACH Wakefield was to have a full understanding and visibility of the business’s financial situation. Adam openly admits this involved a lot of work and the creation of a lot of spreadsheets!

However, having that understanding of the finances was key for Adam, giving him the figures to back up business decisions he was making. *“Now you just don’t seem as blind when you look into things”*.

It was also essential for being able to set realistic goals for the medium and long term; both for growing the business, and for generating enough profit to buy the warehouse they currently lease.

Whilst this is only the beginning of the coaching journey, the impact on Adam’s business has been *“fantastic.”*

They’ve seen a monthly net profit increase of £12,000. And perhaps more importantly, Adam’s stress levels have reduced and he’s developed a lot of positivity and motivation for the future. *“It’s just a massive weight off my shoulders and it’s made me much more eager to move forward and keep going.”*

Adam knows that without ActionCOACH, his business just wouldn’t be in its current strong position, and believes that they would still be making a loss. *“They genuinely help you to achieve your goals. The coaches are great and the help you receive is unbelievable.”*

With the significant benefits Adam’s already seen, unsurprisingly he’s keen to continue the success of the coaching relationship, *“I can see the potential now, and the future, working alongside ActionCOACH.”*



[VIEW A VIDEO CASE STUDY](#)

“Record Months, Clear Goals and More Family Time”

It was a lack of clarity in his business, and a desire for a better work/life balance that led David Armitage of Douglas Charles Recruitment to seek the help of ActionCOACH Wakefield.

Whilst they were making money and had some regular clients, David wanted to create a business that could run without him. This felt particularly significant as his young daughter approached her first birthday, and he was determined to be a more present father.

But with no mid-to-long term business goals, he needed some help to put those plans in place.



The initial meeting with Jenni gave David the motivation and conviction to trust that the coaching was the right decision, and that he could put into place some of the ideas he'd be thinking about.

And with Jenni's support, the business saw benefit almost immediately, with David making some big organisational and structural changes. It was no coincidence that since then, *“I've recorded two record months and we have consistently hit target since month 3.”*

Those record sales are, David believes, the product of becoming a better leader and manager through Jenni's coaching, and he is now *“able to clearly define what goals I want my team to achieve.”*

Even more importantly, David has the extra freedom and time he desired, something his young family have already benefitted from.

While he's still in the early stages of his coaching journey, David has grown in confidence in his (and his team's) ability to grow the business and is excited for its future.

David is *“eternally grateful”* for the support he has had from Jenni, and has the following advice for anyone struggling in their own business:

“Anybody who feels alone or trapped in their business, or unsure and they need some accountability, then I would 100% recommend speaking to ActionCOACH Wakefield that are in your area that may suit your values.”

[VIEW A VIDEO CASE STUDY](#)

CASE STUDY: **MATRIX** CONSULTING ENGINEERS

“50% Yearly Turnover Increase, Much Needed Accountability and Realistic Goals”

It was inexperience and a lack of knowledge about running a business that led Liam Hoyland of Matrix Consulting Engineers and his fellow business partners to seek help from ActionCOACH Wakefield.

Like many business owners, they were very good at what they did – having trained for years as engineers, but without formal business training, they were struggling.

“We’ve always said, we’re engineers first, and business owners second.”

This lack of experience was becoming more of an issue as their business grew.

Whilst they were getting a lot of new contracts and could cope with the engineering work, they needed support with running the business. That’s when they took the decision to work with a business coach.

ActionCOACH Wakefield lead, Jenni Morgan, was just that coach for Liam and his partners, helping them to step out of the business and evaluate it step by step. By doing so, they could fully understand how the business was performing, and what they could aim for in the future.

“When you’ve got a clear image of how the business is performing, it’s easier to set realistic goals. You believe a bit more that you’re going to reach those goals, because the picture is a lot clearer.”

The extra accountability that Jenni provided was essential for Liam and the team. Having someone “*be on your back a little bit*” was integral to them making time to work on the business goals and create a plan for achieving them, rather than getting pulled into engineering work. And carving out that regular time, Liam says, is “*worth its weight in gold*” and “*massively helpful*.”

With the support of ActionCOACH Wakefield, Liam and the team have been able to grow the business significantly, taking on two new staff members, and in turn, a 50% increase in turnover each year. In addition, the partners have benefitted from a mindset shift. While they’ll always be engineers at heart, they now see themselves as business owners too, thinking much more in business terms than they ever have done before.

They are very mindful of how the success they are achieving now is the result of the support and guidance they received from Jenni and ActionCOACH Wakefield. “*It gives you access to all those business resources and that wealth of knowledge on the [business] bits that you are weak in. It’s kind of like a temporary business partner that you can bring in to help.*”

And while Liam freely admits that there’s more work to be done, he feels confident that they are heading in the right direction.

[VIEW A VIDEO CASE STUDY](#)



CASE STUDY:



30% Turnover Increase, Reinvesting in the Business, A Happy Team and better Work/Life Balance

When Barbie Devall of Oakwood Dental Practice, first got in touch with ActionCOACH Wakefield, she was desperate for some business support and guidance.

While she'd been a self-employed Dentist for the best part of 20 years, Barbie had never run her own business, and would be the first to admit that she felt quite clueless when it came to business and financial planning.

She had spent a stressful few months trying to run the business, make sense of the numbers, as well as seeing patients, and was wearing herself out.

ActionCOACH Wakefield lead business coach, Jenni Morgan, introduced Barbie to the 6 Steps to Building A Better Business.



This is our essential recipe that helps a business owner step out of their business and evaluate it step by step, with the aim being to build a commercial profitable enterprise that can work without them. Barbie found the structure really helpful. *"I could clearly see where I needed to go from and to."*

In the first few months, Barbie relied on the extra accountability from her coach to make sure she was delivering on what she said she would when it came to organising the business. She quickly learnt that she needed to delegate in order to preserve her time and reduce stress levels.

The impact on her business has been *"phenomenal."* Turnover has increased by 30%, which has enabled Barbie to invest heavily in refurbishing and rebuilding the practice.

The business hasn't just seen a financial improvement. Barbie says she has grown in confidence, and the team have really enjoyed the journey too. *"The positive energy within the practice is fantastic, and we're attracting some great new talent to work with us."*

She can also see her work/life balance will soon improve dramatically, and with the support of her coach, she's putting the systems in place for this to happen.

But most importantly, for Barbie, there is a real sense of achievement at having accomplished many of the plans she put in place with the support of her business coach. *"For me, that's one of the biggest ticks in the box."*

[VIEW A VIDEO CASE STUDY](#)

“Turnover has doubled - But the best bit? Long gone are my 65 hour working weeks!”

Ben Richardson launched Toolz 4 You in 2010, a high-quality second-hand tools supplier, with impressive growth coming in the years following. But eight years later, Ben still felt his operation wasn't running like a proper business - he could see no way for himself to be able to take any time out from his long working hours.

After receiving a call from ActionCOACH Wakefield, they immediately recognised Ben's problems.

He didn't know it yet, but he finally had the perfect tool to help him revolutionise his business.

“My sister and I used to buy job lots of tools off eBay and car boot sales, fix them up and sell them on for a profit. We were originally just doing it as a way to save up to fund university, my sister then went off and I carried it on by myself, wanting to try repairing tools.

I immediately realised there was money in it, as I had some great early success. I was working part-time at Halifax and had the chance go to university, but I'd found something I enjoyed, was good at and was making money. I made the decision to hold off on university and put my all into repairing tools instead.”

“We'd done well in eight years, but I was still nowhere near feeling like we were an established business with mechanisms for growth. Everything seemed a bit disjointed. I was scraping by and working ridiculously long days which is okay when you start a business, but the problem was I couldn't see a time where I'd ever be able to have a day off.”

“When I got a call from one of the team at ActionCOACH Wakefield in 2019, we spoke briefly about my business. All their assumptions about Toolz 4 You and my feelings towards it were so accurate. They suggested we have a full consultation with them and based on what they were able to work out in just five minutes on an initial call, I was keen and agreed.”

Getting the measure

“I joined ActionCLUB, a fortnightly group coaching session, and it had an instant impact. It got me thinking about what my goals were as well as some effective methods for budget setting. We started looking at different formulas for getting the results I wanted. At this point we were learning the basics, but it just made me want to spend more time with Jenni, hang my ear on her and tap into her knowledge as much as I could.”



At the 2022 BizX Awards, Toolz 4 You were named as a finalist for Best Retailer. Here is Ben, pictured with his coach Jenni Morgan at the awards night.

Ben was craving the chance to get more personalised time with Jenni having seen the initial impact of his group coaching sessions, so took the decision to commit to one-to-one coaching.

"At this point I was working full time with two engineers working part time, Eddie and Martin. We were turning over around £200,000 a year but with a wedding and a house to pay for, as well as all the business expenditure, I was very much living on the edge of just surviving."

"Straight away, Jenni helped me create a cash flow forecast which made my finances simpler and left me in greater control of knowing what money I could and couldn't spend. She also wanted to gauge where I wanted to take the business, what my goals and ambitions were. So, we set about forming a comprehensive plan which would help my business grow and reach its full potential whilst also allowing me time out of the business, which at that point felt like a far away dream."

Hands, Face, Pace!

It wasn't long before the COVID-19 pandemic struck, upending countless businesses across the country and acting as a giant spanner in the works for Ben's. Jenni initiated crisis prevention mode, setting up weekly Zoom meetings to help Ben to identify and negotiate the various pitfalls that were plaguing so many business owners.

"We would discuss the issues we were facing, she would then offer up solutions and we'd discuss how to best implement each of them. She was amazing - without her I would've strongly considered turning around and packing it all in, but she was such a calming influence and would always offer me considered and productive advice."

"In the last two years, Jenni has completely revolutionised my business. Her help in restructuring has grown my team from two to seven people and we're now in a brand-new industrial unit that we've kitted out. We've grown quickly over the last couple of years but now we're on the verge of completely exploding - it's really exciting for everyone."

"She's also referred me to multiple people and institutions which have helped our business in several ways. One of these was the West Yorkshire Local Enterprise Partnership, who have helped facilitate our growth and we, in turn, have given back to them. Without her I wouldn't even have thought about entering these types of partnerships."

"In the financial year before Jenni came on board, our turnover was £220,000. Now in our third year together, our expected turnover has doubled to £450,000. In the business, we also have a number of well-defined processes."

"Thanks to Jenni, everyone knows what they're doing - everyone's roles are clearly separated, making operations a lot slicker."



Well-Oiled Machine

"The best bit, long gone are my 65 hour working weeks, and when I do need to take some time for a holiday, it's no longer an issue. The goals I set with Jenni at the very start were so ambitious that I was reluctant to believe I could achieve them. We've already accomplished so much together now though that suddenly my dreams feel like they really can come true. My working hours are way down, everything is more efficient, we are making more money and, crucially, my business can run without me."

"We're placing a focus on recruitment and advertising so I can continue to grow our team and eventually branch out to two new locations in the UK, plus one in Australia. This would mean an expansion and a restructuring to include dedicated training into management roles - I'm thrilled at the prospect of giving back to the staff who have come so far with me from humble beginnings."

“The market over in Australia fits our business model perfectly - there’s a real opportunity to do incredibly well there. It’s fully coincidental that it is somewhere my wife, Amy, and I have always wanted to live.

The future is looking bright and it’s great knowing Jenni is by my side. She really does care about results and what we can achieve - her knowledge, experience and connections are all incredible and it still staggers me when I think about how much she’s helped us to achieve.”

Ben’s Coach, Jenni Morgan’s Perspective

“When I first met Ben, he was hard working, logical and knew what he wanted, he just needed education and support on how to master running a business. He’s a very hard worker, but together we’ve been able to make his hard work more productive and beneficial to everyone - himself, his clients and his employees.

“His leadership skills have improved so much and his eye for what will benefit the business is much sharper.

He’s the dream client to work with - his willingness to help himself and help others is a massive reason why his clients also love working with him.”

You can watch a testimonial video, by following the link below - that shows Ben about halfway through his journey with ActionCOACH Wakefield to date, giving a review of the ActionCLUB Programme that he initially joined. It’s staggering to think he’s come even further since this point!

[WATCH BEN'S ACTIONCLUB TESTIMONIAL VIDEO](#)

“4x Turnover, 4x Profit, More Staff, A New, Bigger Office and my Dream Car!”

ActionCOACH Wakefield lead business coach, Jenni Morgan first met Lee Hart of Unbranded Digital back in Spring 2019.

Lee would be the first to admit he was somewhat stuck in a rut back then. His business was providing an income, but he was just going from project to project, enduring sleepless nights wondering if he'd make payroll at the end of each month.

Lee was fulfilling most of the projects himself and he couldn't really see a way to progress on to the next level, to employ more staff and free up his own time.



In an initial meeting, Jenni introduced Lee to the 6 Steps to Building A Better Business. This is our essential recipe that helps a business owner step out of their business and evaluate it step by step, with the aim being to build a commercial profitable enterprise that can work without them. This introduction to the 6 steps gave Lee a framework with which to assess his business against.

Given the size of the business at that time, Lee opted to attend our GrowthCLUB.

GrowthCLUB was a great introduction for Lee and got him used to planning for 90 Day results, gaining increases each quarter. After a year in GrowthCLUB, Lee opted to then move up to ActionCLUB. This then gave him the step up to more intensive learning and support to help him meeting the challenges in his business.

The experience has worked particularly well for Lee as he wasn't afraid to shout out for help when he needed it.

Lead business coach, Jenni Morgan, says: *“Lee really is a joy to work with. The success he's seen has been down to his openness and willingness to change, to take on support, to tackle challenges and to put the work in to reach his goals.”*

Lee has reaped the rewards of the hard work he's put into his business, with ActionCOACH Wakefield's guidance. Realising four times his original turnover and four times the profit since he began his journey, Lee has also employed more staff, he's moved to a new office, bought a house and his dream car - a Tesla!

We're now also supporting him through one-to-one business mentoring as he works on a second business venture.

[VIEW A VIDEO CASE STUDY](#)

TESTIMONIALS

The following testimonials have been gathered from our clients via our Google My Business and Facebook pages. You can also follow the links further down the page to read the latest online reviews.

“ I have just participated in the Kickstart 2021 - Accelerate Your Business towards Bigger Profits zoom session with Jenni Morgan from ActionCoach Wakefield. Absolutely superb, with information that speaks directly to business owners wanting to grow and succeed. I highly recommend Jenni and ActionCoach to anyone in need of a business kickstart! ”

Joanne Jones
Pink Spaghetti VA Services

“ Running a growing business it was getting to a point where everything was a bit much and finding a direction was hard. Through working with Jenni I now have a clear plan of the direction I want my business to go and understand more about working on my business not just in it all the time. With Jenni's help been able to step back and take a look at the bigger picture has been invaluable. ”

Matthew Richardson
ESSC Solutions

“ The personal and business benefits gained from coaching with Jenni from ActionCOACH were invaluable. The techniques she introduced me to helped me reach sound conclusions on issues I was dealing with. There was no real requirement to understand the type of business I run, more the way I run it or want to run it, therefore our time was maximised in dealing with the key objectives I wanted to improve on or problems I encountered where I needed a voice of reason to help see the way forward. This was a true partnership in every sense of the word ”

David Armitage
Douglas Charles Recruitment

Click each icon below to look at our regularly updated reviews on:





VIEW THE 6 STEPS TO BUILDING A BETTER BUSINESS

Presented by ActionCOACH Wakefield founder & Lead Business Coach, Jenni Morgan



VIEW THE 5 WAYS TO INCREASE YOUR PROFITS

Presented by ActionCOACH Wakefield Business Coach Alex Colebrook