



Chris Fitzsimmons

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Chris Fitzsimmons runs a DynoRod franchise on the South Coast. We asked for a client perspective.

## Background

“Historically, we’ve always worked with people outside the business. We’ve employed consultants from health & safety, sales, human resources, environmental and financial backgrounds so it made sense talking to an expert in the field of business management. So we called our local ActionCOACH.

“At the time, we were doing well but recognised we could do better. It was more about where we had come from and where we were going. We had a bit of breathing space. We’d experienced recent growth through acquisition and taking on a new large contract and we wanted to be sure we were in good shape for going forward.

“We’d made some good changes to the business and the team was working well. It was more to do with getting that extra support in our camp – an outside perspective, a fresh set of eyes with someone who actually knew small to medium-sized business processes as opposed to a finance or marketing consultant.”

## First Improvements

“The biggest one is TIME – making sure we put time aside each week. Everyone in this operational, reactive, fast-paced business neglects to put time aside for planning, for bigger picture stuff, for system improvements. Being accountable to our coach and the plan was really important for us. We didn’t have sufficient systems in place in the business. We all do things differently and it was important for us to tap into the ActionCOACH systems. The simple systems our coach helped us apply to our business gave me far greater control over how the business was running.

“We started working with ActionCOACH in September 2013 and we put in place a growth plan for 2014. We originally forecast growth of 10% but actually achieved 21%. This gave us a 139% improvement in our net profit. Our coach also helped us with our internal communications, particularly in getting our teams to work more efficiently and productively. Together, we implemented some simple but useful financial systems to help us better track our performance.”

## Personal Improvements

“You do think more about longer term goals - including exit strategies - and we do include life goals in our planning. I wanted to improve my golf, get my powerboat licence and learn a language, as well as improving my general fitness. I have already achieved most of those things. Adding those into the plan meant I was accountable to my ActionCOACH and actually got them done, whereas I’d previously chosen to neglect the personal things that were important to me.”

## What’s your advice to someone thinking of hiring an ActionCOACH?

“Do it sooner rather than later. Don’t get to the point where you feel your business absolutely needs it. When ActionCOACH come in to your business, they quickly sense check how you are doing. They are able to get a feel of what you need to start looking at. You will then get a feeling of ‘have I got a big job in front of me, or am I doing OK?’

“If your figures are really poor and certain areas are struggling, be it operational, staff or financial, it is better if you can see these things coming. We were in reasonably good shape and didn’t think coaching was for us, but in the time we’ve been working together, we’ve made some simple changes that have had a massive impact on our business.”