

ActionCOACH Case Study: **DYNO**



Andy and his wife, Jo,
with their ActionCOACH

We reduced our area of operation but more than doubled our profits.

Andy Findlay bought his Dyno franchise, part of the UK's largest plumbing force, in 2001 and explains his journey with Dyno and how ActionCOACH helped him become a true business owner, not just a franchise operator.

Background

“My sister had been successfully running a franchise and so I was keen to find a franchise that would work for me. I was looking for something where I could use my sales skills but I had also spent part of my career being more hands-on. Dyno was a recognisable brand and fit my shopping list well.”

Meeting an ActionCOACH

“I had been running the franchise for nearly 10 years when a friend, whose company supplies our office furniture, recommended my local ActionCOACH. His company had been benefiting from business coaching and so, in April 2010, I went to an ActionCOACH event. There were a lot of challenges in my industry, within Dyno and within my business and I wanted some

assistance to build a suitable business plan to take us forward.”

First Improvements

“We liked the systematic process for growth that ActionCOACH follow and we felt they could help us prepare a business plan to help us grow our business. However, shortly after completing the plan we got the opportunity to buy our neighbouring territory in Bournemouth, so we had to put the plan on hold while we dealt with the takeover.

“A couple of years later, another opportunity arose to buy the Bristol region. Now the company was much bigger and, as a team, we felt we needed more support, direction and organisation. I wanted to look at the whole business from the outside and pull myself back from the day-to-day business. We had growing pains and things were fairly complicated with two offices. Our management team now consisted of my wife, Jo, my son, David and my Business Development Manager, Simon, and we agreed that we wanted to review our structure, strategy and business plan.”

Ongoing Coaching

“In June 2013 we got back in touch with ActionCOACH. We relocated at WHY we were in business and what the endgame would look like. Jo and I really wanted to start handing over control to David and Simon. We therefore felt it appropriate to have coaching all four of us and we each took ownership of our own 90-day plans.

“Getting our team right was very important for us, being a family business in a big corporate structure can be hard, but we wanted the best of both worlds. We also wanted to be less reliant on leads from Dyno and so we focused on developing our own marketing strategies and plan.”

The Results So Far

“I particularly wanted to focus my learning and development on the financials and putting in systems for regular reporting and one of the big areas we uncovered was that a large part of our business was seriously bringing our profitability down. Our coach's outside perspective and my new grasp on the numbers allowed us to see this and helped us make the decision to sell of our Southampton office and consolidate our operation into our Bristol site.”

“It’s difficult to grasp that by making your company smaller you can make it more profitable but the coaching allowed us to understand our business better and agree a way forward. In fact, with our remaining office in Bristol, we retained just 75% of our original area but, for the last year, our sales stayed the same and our profit has more than doubled.”

“Making that transition from technician to business owner has been tough but having a great business coach has been key.”

Becoming a Business Owner

“I believe that taking on a franchise is a good way to start your own business but you still need to be a business person in your own right. We get loads of support from Dyno but becoming a successful business owner is down to us.

“Plus, the biggest factor in this is that buying a franchise means we buy a business that can operate without us being involved in the day to day. However, making that transition from the technician/manager to the owner has been a tough one and having a great business coach alongside us has been key to make this happen quicker and easier than if we had to do it on our own.”



Passing on the knowledge to take the business from Good to Great

are going to be the drivers in the business and I will be happier when I am away knowing that they have a coach working with them, ensuring they take the business from Good to Great.”

The Coach Perspective

“I have been working as an ActionCOACH for 10 years and as ActionCOACH is a franchise itself (currently #35 in the world), I know full well what it is like to own and operate a franchise.

“I love working with family businesses because the values and passion for the business are everywhere. Also working with franchises is great because they already have a brand and systems in place. So to be able to work with a family business in a franchise was a great challenge and I have enjoyed every minute.

“A key thing that we have to do as a business coach is to help our clients make tough decisions quickly. Procrastination is what can kill a business and as we are not emotionally involved with the business, we can bring a level of subjectivity to a situation that any business owner, let alone one that employs the family, sometimes find it hard to make. I have been proud of what Andy and his team have achieved, not only in the shape and profitability of the business but also the people that they have become and the lifestyle that they are starting to live.”



Winning ActionCOACH’s Solent Best B2B Improvement & Growth Award 2015

The Future

“I’m heading into my 15th year with Dyno and my confidence in the business is at its highest. Our personal 5-year plan now sees me working just three days a week and Jo out of the business completely. David and Simon

