

COACHING DYNAMICS' CASE STUDY



⇒ Who is the client and in what industry?

Novo Construction Limited

Specialists in the construction and build of properties, domestic and commercial, including high-risk construction.



⇒ Programmes undertaken with Coaching Dynamics

Business Coaching via Growth Accelerator Programme;
Coaching Dynamics' Management Training and on-going Coaching.



Tina Dulieu, B.Ed. DipCEC

⇒ Reasons for working with Coaching Dynamics

Following a downturn in the construction industry due to the recession, Novo Construction had seen their business decline and they had to left staff go. They wanted to rebuild and grow the business and develop the 'high-risk build in a dangerous environment' element of their business further and believed that Tina Dulieu and Coaching Dynamics could help them do that.

⇒ 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 saw potential in the business and referred the Directors Danny and John 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. Their turnover had dropped dramatically from £1.5m to £350k – we had work to do! Our plan was to reach a £3m turnover within three years.

By analysing every aspect of the business, setting goals and creating action plans, the process was set in motion. By utilising DISC Personality Profiling (Tina is a specialist in this field) and Management Training, a new and fully collaborating team was put together to seek out and win the necessary business. Systems and strategies were put in place for efficiency and the staff brought in (site manager, sales and admin) which allowed the Directors to focus on developing and winning the business with Architects and Property Developers and offering full Project Management.

⇒ What was the outcome?

Better than anyone had dared to dream! Enquiries began coming in and they quoted for several large project-managed schemes. They quoted for and won the construction, build and project management of a £2.5m project build of 2 shops and 4 flats in Battersea! They have worked with the client, architect, finance company, solicitors and site team to get the project underway. The stage 1 build fee came in and it was time to celebrate! Other builds are on the books too.

Their 3 year strategic plan of £3.5m was achieved in 1 year.



John Grehan & Danny Taylor
Directors, Novo Construction Ltd
www.novoconstruction.co.uk

⇒ Client comment

'We are extremely grateful to Tina for all the guidance, support and belief in our company. We now have an amazing future with Novo Construction and it is down to Tina's expertise and guidance.'

⇒ Tina's comment

'I am delighted to see the huge success of Danny and John's hard work and commitment to the growth of their company. Their dedication to implementing the actions decided through our strategic planning, along with their expertise to deliver first class construction and building projects, has sealed their success in winning major new contracts. Long may it continue!'