

## COACHING DYNAMICS' CASE STUDY

Coaching Dynamics

Business & Executive Coaching

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

#### Team 2 Clean Limited

Team 2 Clean is an entrepreneurial fast-growing company owned and run by husband and wife team, Cristina and Anton Antochi. As of October 2013 they currently have 34 teams of male and female cleaning operatives working full time in Essex and Hertfordshire, and one Area Manager. Each male and female are a couple who work together in domestic properties thereby doing the job in half the time!



Team 2 Clean

### ⇒ Programmes undertaken with Coaching Dynamics

On-going Business Coaching Programme

### ⇒ Reasons for working with Coaching Dynamics

Cristina and Anton have huge growth plans and vision for Team 2 Clean. They plan to have Team 2 Clean operatives working all over the country run by Area Managers who will also grow their own teams. They wanted Tina's on-going help to create a business strategy, structure and systems that would serve them through the planned growth of the company that benefitted the Owners, the Area Managers and the Teams. This included operational, pricing and commission structures for the Area Managers and Teams, as well as documented procedures and training in all areas of the business.



Tina Dulieu, B.Ed. DipCEC

### ⇒ What was the process?

Beginning in February 2012, we met twice a month for 2 hours throughout 2012 and once a month thereafter. Along the way we have addressed time management, systems, staff development and training, created mission and vision statements along with values for the company. Marketing has been a key feature throughout the process and has included promotions, high web presence, clothing and car branding. The structure has focussed on systems, business strategy, training and high standards.

### ⇒ What was the outcome?

Amazing progress and recognition for Team 2 Clean! Cristina won the category for 'Real-Life Entrepreneur' in the FSB Hertfordshire Business Awards in June 2013 and is a finalist in several other prestigious awards including Mid-Essex Enterprising Business. Team 2 Clean continues to flourish, expand and become ever more professional with waiting lists for teams to join them. The on-going business coaching with Tina ensures that the business stays on track, that the structure and systems are in place for growth and that targets are met.



Team 2 Clean  
Cleaning Teams

Cristina wins 'Real-Life  
Entrepreneur' at the  
Hertfordshire Business  
Awards

[www.team2clean.co.uk](http://www.team2clean.co.uk)



### ⇒ Client comment

'Tina's support as our Business Coach has been amazing; we couldn't have done it without her! We are very excited about the growth of Team 2 Clean and aim to be nationwide within 5 years.'

### ⇒ Tina's comment

'Cristina and Anton have ambition, vision and the determination to achieve all their goals. They work hard, are innovative in their structure for the business and genuinely help and look after their teams and clients to create the best service that they can offer. I have huge admiration for all they have achieved!'