

Case Study

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VIVIDSKY

case study

VividSky

name: Steven Sharp

company: VividSky

Before I met Humphrey Sherwood, my **ActionCOACH** Business Coach, I was spending all of my time working “IN” the business. I had down-sized the business and, as a result I was doing technical support work that I could not delegate to any member of my team because they were extremely busy with no spare capacity either. It was clear that the only way I was going to be able to grow the business was to spend more time working on it. What wasn't so clear was how to make this happen.

There was no doubt the business needed more man hours, but this had to be achieved without increasing costs and affecting already tight margins. Humphrey helped me to review my systems and processes and we set some very strong strategies in place. This led to greater efficiency but had relatively little impact upon available hours. So we reviewed staff and salaries and came to the conclusion that I was going to have to move all operational staff to a lower cost centre.

With the new strategies and systems in place, VividSky is on track to run without me, allowing me to enjoy the lifestyle and family time I've always wanted.

As I come from South Africa, and my brother was intending to base himself there, we decided upon South Africa and, over a period of six months or so, we moved all our support operation to new offices over there. Whilst this has only reduced our monthly costs by 8%, it's had some big 'pay-offs'. The London team can now concentrate upon project delivery, sales, cross-selling and up-selling, and we have increased our available hours by almost 60% because we have been able to take on more staff. We can offer longer opening hours, handle more customer calls and ultimately offer an even better quality of service, which is now reflected in our Client Service Levels.

These enhanced Service Levels have allowed me to negotiate with our biggest client for an increase in service charge of about 10%, and on the basis of the success of this negotiation, I now have the confidence to roll out this price increase across my client base. This alone will lead to an increase in our net profit of 150%.

Add the fact that a 60% increase in productive hours will allow me to generate in excess of 30% more sales revenue and contribute to a 282% increase in net profit and the overall effect of the changes made will be a potential increase in net profit of 330%!

On a personal level, I now spend 1 day a week working on the business, rather than 1 hour, and I am far less involved in the day-to-day operations.

I have a life!

sales revenue: up 30%

net profit : up 330%

client: VividSky

coach: Humphrey Sherwood

time spent with client: over 2 years



THE COACH PERSPECTIVE

When I first started working with Steven, he had taken his business through a drastic process of downsizing, relocation and cost-cutting in response to the recession. This left him with the massive task of regaining his time and rebuilding his business.

Steven knew what he wanted for both his business and himself, but he had become so embroiled in day-to-day operations that he had no time to focus upon how to achieve his goals. In order to make significant improvements in the situation, big and brave decisions were going to have to be made and decisive steps taken.

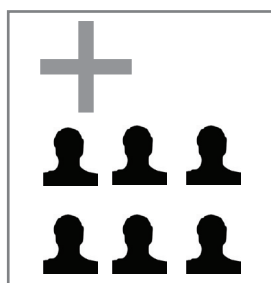
I helped Steven to review systems and processes and thoroughly re-evaluate staffing levels and costs. We then set in place clear goals – both business and personal – and sound strategies for achieving them. He has worked extremely hard over a prolonged time to systemize, recruit for, and rebuild his business, taking the very bold step of off-shoring the major part of his operation, to be able to out-perform and out-price his competition.

The result is that he has taken his business to the next level as a provider of imaginative value in the IT Services sector, with a significant rise in turnover and a spectacular increase in net profit. Equally importantly, he has freed himself up to spend quality time with his family; something he dearly wanted to be able to do.

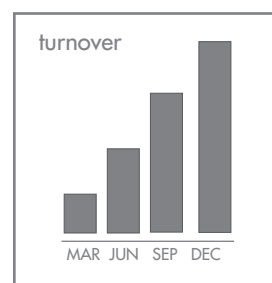
"I really enjoy working with Steven and I am delighted and honoured to be able to contribute to his success. It is a truly rewarding experience."



time



team



money