

# Case Study

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“Coaching has given me confidence and energy”

Reliant Installations Ltd build and install effluent tanks across many sectors. The business was started by Raymond Hundsdoerfer forty years ago and currently employs twenty people. In 2005 Raymond's son Chris joined the business. At first Chris was simply an employee in order to learn the business from the ground upwards. After a few years he then joined the management team with a view that he would eventually take over the business from his father.

It was this plan to succeed his father that made Raymond realise that Chris would benefit from some structured training and advice. So when he was approached by a business coach from ActionCOACH he was interested in what he had to say. However he had doubts “I was sceptical at first as I hadn't heard of business coaching before.”

Subsequently, after talking to the coach Raymond liked the ActionCOACH approach. So Raymond and Chris signed up to a group coaching programme called ActionCLUB. This is a series of events with other business owners over the course of three months. The events cover all the key areas of business from financial mastery to marketing and operations. The group structure means that attendees get to interact with other business owners. Which Raymond found immediately revealing. As he said “I realised that my business was similar to so many others. I used to think it was completely different but we all have the same issues. It was an eye opener!”

Mixing with other business owners meant they all shared experiences and solutions to problems. Raymond enjoyed this immensely and found that discussing his business in an open and friendly environment benefited his relationship with his son. As he said “It actually brought my son and I closer together because it gave us a platform to discuss our own business.”

One of the first areas that they covered at ActionCLUB was financial mastery. This focuses on the importance of monitoring all the key financial indicators. Raymond felt that he had a fairly good picture of his profits before ActionCLUB. But now Chris is much more focused on the finances. As Raymond said “Chris really understands the relevance of all the numbers. So he handles that side of the business now.”

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Raymond and Chris were exposed to huge amounts of new information and techniques and took away many ideas that they are implementing into their business. For example when it comes to recruiting new employees they fully embraced the ActionCOACH approach of hiring based on

personality and using tools such as DISC profiling to understand if new recruits would fit in.

They found that ActionCLUB exposed them to so many ideas across every area of the business that they know it will take them some time to implement the changes. However, they can see the value it will bring them. As Raymond said “I’ve seen good value already but it will take time for the full benefit to unravel.”

Raymond also realised that he had fallen into some bad habits over the years and embraced the need to change. For example, ActionCLUB showed them the value of formalising systems and processes. Raymond remarked “We have the opportunity to give it a fresh start. My son can learn good habits!”

Taking the time to look objectively at their business has really opened their eyes to the bigger picture. Previously Raymond would focus on the day to day requirements of getting a job completed. He didn’t spend much time looking at the business strategically. As he said “I was always ‘nose to the grindstone’. But I’ve woken up to the importance of working on the business not just in the business. That has been a big benefit of the coaching.”

Taking the time to look at their business has also enabled them to appreciate it better. Standing back and seeing what has been achieved in light of good business practice, as shown by ActionCOACH, has been really beneficial for Raymond. As he remarked “I realise I have a good business and I’ve achieved a lot. The coaching has helped me to clarify and crystallise what we do well.” This has also resulted in Raymond and his son becoming much more “energised and positive.”

Apart from the ActionCLUB events Raymond attended some of the other events that his coach runs. This included one jointly hosted by a major bank. The knowledge gained at that event lead Raymond to apply for a loan which was approved without any problems.

The strategies and techniques that they learnt at ActionCLUB have enabled them to develop a clear picture of where they are going and how to achieve what they want. This has instilled new confidence in them both. As Raymond said “We have a lot more confidence. We are more business-like in our approach. In fact I wish I had a coach earlier on in my career. I could have achieved a lot more. I’d recommend it to anyone.”

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