

Case Study

Aura Gas Case Study



“Specialist boiler engineers on the south coast”

Aura Gas have supplied boiler and central heating services to a growing number of people year on year since 2005. Director Gary Robinson credits his company's continued evolution, and ultimately its increased bottom line, to the experts at ActionCOACH Portsmouth.

Fortnightly coaching sessions have enabled Gary to master his finances, build a winning team and develop an improved sales process.

First, ActionCOACH helped Gary establish exactly where he wants to go. He explained: “The coaches have helped with both long term and short term planning. Taking regular periods of time away from the business in a structured environment to put plans together has helped us to achieve both financial and individual goals.”

ActionCOACH have also revolutionised Gary's recruiting process and selection of key team members. His refreshed and rejuvenated workforce have been brought together through innovative strategies available only to those at the forefront of business coaching.

Gary said: “On the advice of ActionCOACH we recently conducted psychometric testing, which taught the team how to work together and communicate with one another as individuals. This proved to be a fantastic tool that undoubtedly brought my workforce closer. I couldn't recommend this type of testing to fellow business owners highly enough.”

Gary accepts that without having the coaches on his side he would never have been exposed to these contemporary game-changing techniques.

Improved planning, recruitment and teamwork has ultimately resulted in Aura Gas yielding an increased bottom line. Gary said: “This company has seen positive financial changes in recent times as a direct result of ActionCOACH strategies, which enabled me to meticulously track and monitor progress. Our gross margin has increased which has obviously fed through to the bottom line. Having all the financial history laid out in one dashboard then gives us the opportunity to look for improvement and follow the changes made to ensure that improvement is achieved.”

Gary admits he was sceptical about working with a business coach at first and says, that as company director, he thought he should be able to “do it alone”. But after an extended period of time spent with the coaches who he now calls friends, he is thankful for the decision he made.

He explained: “My mindset used to be that as a business owner it is seen as weak or negative to seek help from a business coach. Now, having experienced coaching first hand I take the view that it's actually the best way to sound out situations by getting the opinion of experts who are genuinely on your side. I have come to understand that sometimes I have a clouded view of things and it's necessary for someone else to step in. And now, after developing immensely close relationships with my coaches, I know that each and every time they step in it's for mine and my business' benefit.”

Safe in the knowledge of what ActionCOACH Portsmouth has done for him and his business Gary hopes other companies will follow his lead and make the same life-changing decision he did. Gary said: “I would definitely recommend coaching to a business owner who has not tried it. It's important to note you need to commit to work on the strategies ActionCOACH offer in order to get the maximum gain from the investment. Aside from an increased bottom line, the greatest thing I have taken from the coaches is proper planning, which has honestly revolutionised Aura Gas. I have a lot to thank ActionCOACH for.”

To see what ActionCOACH
can do for your business
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