

Case Study

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Harris and Hiscock Case Study

“Commercial Flooring and Furnishing Contractors”

During 50 years of trade Harris and Hiscock Ltd has established itself as one of the most highly-regarded commercial flooring firms in the South of England. However, just as tools and construction techniques have evolved over the decades, so has business. That's why director Steve Hiscock turned to ActionCOACH Portsmouth. Thanks to weekly one to one coaching from dedicated coaches, Steve has watched the business his father started in 1964 ascend to never-before-seen levels.

First off ActionCOACH empowered Steve to dream bigger than ever before. He explained: “The things that I set out to achieve seemed beyond the realms of my own capability in the beginning but the ActionCOACH team provided the structure and focus for me to turn my aspirations into reality. *“We established my long term business and personal ambitions then together broke them down into priorities on an annual, quarterly, monthly and weekly basis. Ultimately, ActionCOACH’s methods guaranteed I achieved my goals.”*

With ambitious and attainable objectives in mind, ActionCOACH set about helping Steve develop a Harris and Hiscock philosophy. All good businesses must have a clear ideology and it's vitally important that it trickles from the top down.

Steve said: *“The time we spent developing and creating the company’s values, vision and purpose have really helped breed a consistent culture throughout the team. Our fresh philosophy has resulted in better communication throughout the company and a greater emphasis on openness and transparency between the management and workforce.”*

He went on to explain how this newly established outlook has affected his hiring process: *“This change in mentality has been instrumental in our recruitment. We now ensure new team members are aligned with the company’s objectives and beliefs from day one.”*

Steve attributes his rejuvenated and refreshed workforce not only to his fresh philosophy but also to his adoption of ActionCOACH's DISC profiling system, which screens prospective employees. All business owners struggle to identify and select the right candidate, and that's because it's an immensely difficult process. Many employers make the wrong decision after interviewing an applicant once, twice or even three times. That's why ActionCOACH provide their clients with an innovative system to analytically assess their next staff member.

Steve said: *“DISC profiling has completely revolutionised my recruitment process by providing valuable insight into the behaviours and characteristics of prospective employees. It can compare their traits against those required for a specific role to judge how compatible they are for the job. Through this ingenious system we’ve invested in key team members, which has had a markedly positive effect on the business as a whole.”*

With workers perfectly suited to the company's needs, Steve has been able to take his foot off the gas by delegating responsibility elsewhere. He says that having employees who he genuinely trusts with the firm's future has turned both his professional and personal life around.

“Thanks to ActionCOACH I have the confidence to delegate the non-urgent and less important tasks to others, which gives me more time to develop and drive the business forward. I’m spending less time working in the business and more time working on the business,” Steve said. *“On a personal level, the reward for the effort put into the business is repaid with greater time for family, who always seemed to suffer in the past because of work related pressures.”*

Business aside, Steve went out of his way to pay credit to the individuals at ActionCOACH Portsmouth, who not only help him develop as a businessman but also as a man. The service they provide goes far beyond profit and cash flow, they represent an associate and friend.

Steve explained: *“ActionCOACH has provided a great foundation for my own personal development by emphasising the importance of educating yourself constantly. As they have fuelled my intellectual appetite they have also boosted my self-confidence and belief that I can achieve great things. The coaches look out for my wellbeing by giving me a pat on the back when the job’s well done. They drive me to keep building momentum and moving forward.”*