

# ACCELERATE

BUSINESS & EXECUTIVE COACHING

## AT A GLANCE

### CHALLENGES

- Increased competition
- Transferring leadership and accountability between Directors
- Identifying new income streams
- Planning for future expansion
- Maintaining profit with escalating costs

### SUCCESSSES

- Improved turnover by 20%
- Clearer roles & responsibilities
- Systems & processes improved for greater efficiencies
- Expansion plan in place
- Increased responsibilities of team members

## FAMILY-RUN GROUP OF FUNERAL DIRECTORS

## COMPANY PROFILE

This family business had been established for over 50 years and is well known in the north Cornwall/Devon area.

Originally started by Arthur Bryant it is now being run by his son Kingsley and grandson William, second and third generation respectively.

Although a well-established, profitable, and successful business they wanted to explore how they could expand their business and future-proof it after a challenging few years.

They also wanted to develop the skills of the youngest Director so he can take over the running of the business and ensure a smooth transition of leadership.

## SERVICES PROVIDED

We started with a **Business Audit**, with the three active Directors, to establish that their personal and business goals were all in alignment. This then became the basis of our Action Plan for 2022/23.

Fortnightly coaching sessions with William Bryant, to develop his skills and confidence as a leader of the company.

Monthly meetings are held with all the Directors focused on achieving the tasks outlined in the business plan.

Facilitated the Annual team meeting, based around a Growth Orbit to get input and engagement from all team members.

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## ARTHUR W. BRYANTS FUNERAL DIRECTORS

### ACHIVEMENTS TO DATE

- Reviewed organisational structure, reporting lines, and job descriptions. This has enabled the team to manage a 20% increase in operations without recruiting additional staff.
- Created an Operations Manual for training and quality control.
- Initiated a quarterly performance review process with personal development plans so there is a clear route to progress within the company.
- Introduced daily briefings and weekly meetings with all staff to improve communication.
- Reviewed website and all marketing materials
- Created a Marketing Plan focused on the caring family behind the brand.
- Streamlined operations by increasing use of technology.
- Revamped all operational sites to maximise sales potential.
- Created new services and packages for clients.
- Reduced overheads and increased profit.
- Identified areas for expansion.

"We feel like Tina is a member of the family and Board as she always has our best interests at the forefront of her mind. We can call on Tina anytime and this has given us the confidence to grow and develop our business.

Tina doesn't do jargon so her advice and recommendations are always understandable and appropriate for us. She is patient and understanding but does hold us accountable so we have made significant progress ON our business whilst being busy working IN our businesses.

Together, we have improved EVERY aspect of our business!"

**WILLIAM BRYANT**

