

BUILD AND GROW



"This book isn't just a glimpse behind the curtain; but is a comprehensive collection of advice, case studies and crucial tips on how to elevate your business, as I did mine."

Charlie Mullins OBE
Founder and Chairman of Pimlico Plumbers

BUILD AND GROW

How to go from Tradesperson
to Managing Director
in the Construction and
Trade Industries

ALISON
WARNER

Available from Amazon – October 2017

EVOLVE AND GROW

Who Are We?

Evolve and Grow was founded in 2010 by Alison Warner to support the growth and development of SME's. We specialise in helping ambitious owners of Construction and Trade businesses, turning over between £100-300k per annum, to get off the tools and grow their business sustainably.



This involves:

- Giving them structure and organisation
- Improved visibility of key metrics in their business to aid decision making
- Better systems to improve cash flow
- Better time management
- Improved work/life balance

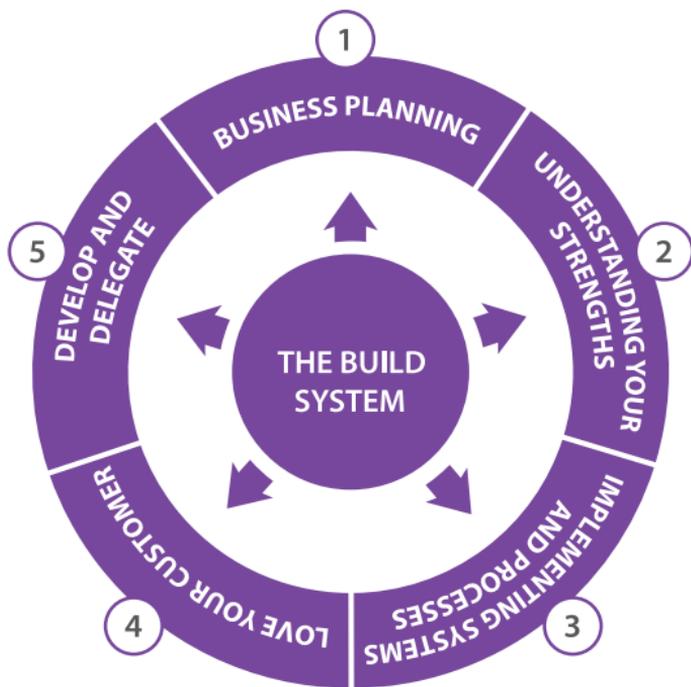
Alison has worked for some of the UK's best known brands in Retail and Hospitality, where she was an Area Manager for a number of years primarily operating as a troubleshooter, going into areas that were under-performing to turn them around.

After working extensively with SME's, Alison discovered there is a huge amount of untapped potential within Construction and Trades and created the BUILD system using some of the systems and processes utilised by large organisations.

This is a 5-step process designed to help Construction and Trade business owners achieve better organisation, more control and in the process get their life back!



The BUILD system



This 5-step process was created specifically for Construction and Trade businesses, but works equally well for any business that is experiencing an overwhelming demand for their services.

It takes the business owner through a step by step process to help them structure their business for growth, giving them a greater sense of control, better time management and increased sales and profits.

“Using the BUILD system, Alison hits the nail on the head with a formula to transform your business and take it to the next level.”

Charlie Mullins OBE

Founder and Chairman of Pimlico Plumbers
and Author of Bog Standard Business



Business Planning

Together with the business owner, we create the destination and the map of how to get there! This includes a detailed financial forecast and in depth analysis of where the business is potentially out of balance, with next steps.



Understanding Your Strengths

We identify using the Talent Dynamics profiling system, the profile and strengths of the business owner and any key members of the team. This identifies where everyone can add the most value and any potential member that is missing.



Implementing Systems and Processes

This involves mapping out the Customer Journey, an invaluable exercise that highlights any bottlenecks in the business. We also look to implement accounting software, a CRM system and project management system if required.



Love Your Customer

Looking deeper at the Customer Journey we look at opportunities to exceed expectations as well as creating a survey to measure the existing customer service.



Develop and Delegate

This can involve support to recruit additional members of the team and/or developing the existing team. We look at enabling the business owner to plan their ideal week including holding effective 121 and team meetings.

WHY choose Evolve and Grow?

Clients who have completed BUILD and Grow programmes have achieved a:

45%

average sales increase

214%

average profit increase

BUILD and Grow Programmes

One-on-One Coaching

Your own personal coach supporting you every step of the way.

Business Plan

A detailed action plan showing you what steps to take and when.

Talent Dynamics

Identifying your strengths and who you need in the team to enable growth.

BUILD and Grow Programmes

Financial Forecast

An annual sales and profit forecast broken down into 12 months to keep us on track and aid decision making.

All of our one-on-one programmes are for 6 months, which allows for any changes to be implemented and embedded.

We start by conducting a full depth analysis of your business, create a detailed business plan and a financial forecast. The rest of the programme helps you implement the business plan.

The programmes also include a Talent Dynamics assessment of the business owner. This is a personality-profiling tool created by Roger James Hamilton, Founder of Entrepreneurs Institute and used by over 600,000 entrepreneurs around the world.

All programmes include phone/email support in between sessions, so that you have the guidance you need at the time you need it.

We have three different programmes to cater for different needs and budgets:

WILLOW

Business plan

Talent Dynamics assessment

1 x 2 hour coaching session per month

This programme is ideal for the business owner who has a good understanding of where they are at and where they are going. They are looking for some general guidance, support and accountability.

BEECH

Business plan

Talent Dynamics assessment

2 x 2 hour coaching session per month

This programme is very popular with new clients who are looking to get from A to B a bit more quickly. We find that with 2 sessions a month, it is far easier to build momentum and the client sees the changes they wish to see far quicker.

OAK

Business plan

Talent Dynamics assessment

2 x 2 hour coaching sessions per month

Support with implementation

e.g. recruitment, accounting software or CRM system

This programme is ideal for the business owner who is in need of someone to do a lot of the implementation for them. We can help hire the right people, or implement business systems to create that strongly desired sense of organisation and control.

“At last! Some real sound advice from a true expert in the construction and trade industries, an expert who will actually show you how to make your business grow and work for you from the foundation up!”

Claire Byrne ACMA

Head of Finance, Checkatrade.com

OUR COACHES



Jennie Brem-Wilson

Jennie was a District Manager for Starbucks Coffee Company in the UK before moving into the Learning and Development team and was instrumental in helping the company expand during its period of rapid growth. She designed and delivered a leading induction on programme for all senior management levels across the field and Head Office.

Jennie has been part of the Evolve and Grow team since 2015. As a true operator she brings a practical approach to businesses, drawing on her District Management experience.



Reyhana Jano

Reyhana has over 20 years experience in HR working for various sectors, including oil and gas, nuclear, finance and investment banking. Her last role was assisting an SME set up a recruitment function, helping them grow their workforce from 10-200 employees. She then went on to develop the processes, policies and procedures for their HR function.

Reyhana is a specialist in developing effective processes that enable businesses to scale. With her recruitment background, she is also particularly skilled at supporting businesses to attract and hire good quality team members.



Sue Fraser

Sue started her career in France, working in adult language training for 9 years. She worked for large organisations in and around Paris, including global pharmaceuticals and energy providers such as EDF.

Sue came back to the UK in 2006 and worked for Criticaleye, a leadership development network before moving to Grant Thornton as a Business Growth Manager supporting SME's with the Growth Accelerator scheme.

Sue brings a pragmatic, empathetic approach to her coaching together with lots of experience gained from working for both large and small organisations.

What other clients are saying about BUILD and Grow programmes

“Meeting Evolve and Grow made me realise how much I needed to know about my own business, when there were no structures in place. Pulling the Company apart made me realise how to run a business properly with systems and processes in place. I then started to see the Company moving in a positive direction both financially and through employing more engineers. After my first year we had tripled our turnover enabling us to invest more in the infrastructure of the business to set us up for further success. I highly recommend Evolve and Grow to any other business within the trade sector who is looking to improve.”

Jacques Pretorius
JP Air Conditioning

I was experiencing a high demand for my services and did not have the systems in place to deal with them, this resulted in me losing out on potential business and becoming very stressed about my business. The biggest stress was I had money coming in and going out but had no visibility of what my company was earning and where our biggest expenses were.

During the program of 1-2-1 meetings, a range of systems was set up bespoke for me and my business and it has helped in more ways than I anticipated. My relationships with my clients have improved as I have time to concentrate on their individual needs and the quality of service my guys provide has increased.

Most importantly I now have complete visibility of the company finances and how they can be improved. I would highly recommend Evolve and Grow to any company providing trade services to increase organisation, customer satisfaction, turnover and most importantly profit.

Mark Lydon
Command Electrical

Before I was introduced to Evolve and Grow, we were struggling with money and paying bills, suppliers accounts were going on stop on a regular basis and I was seriously worried about keeping my staff. We had no visibility of our finances and because of this I couldn't see a way out. This was causing quite a lot of stress my business partner and I.

Once we started on the program the first thing we worked on was to tidy up how we worked and looked at figures, trying to establish a way of seeing what was happening within our business. It was clear then where the problem lay and we started to address them one by one. One of the first things we noticed was we were able to pay our bills on time.

6 months later I have a good understanding of what my business is doing and what it will be doing in the future. It is December 2016, normally this is time of year where we have a lot of expenditure and it has been a struggle to pay them. This year we have the money put aside for our bills, we are growing and for the first time looking forward to Xmas!

Lee Sadler
VGS

Discovery Sessions

We offer a 1-hour free discovery session to owners of existing trade businesses who are interested in our BUILD and Grow programmes. These carry no obligation to work with us, but provide both sides with the opportunity to learn more about each other.

WHO is a Discovery Session for?

- You are good at your trade, but would like to learn more about how to run a business
- You may be a one-man band or have a small team of sub-contractors or employees
- Your annual revenue is between £100-£500k
- You want to have greater organization and control within your business
- You would welcome some guidance and support
- You are ambitious and committed

WHY attend a Discovery Session?

- Share the main challenges you are facing, hear possible solutions and ways to overcome them
- Learn about the four key areas of any business, and where the opportunities lie within your business
- Discover which part of your business is out of balance, preventing future growth
- Learn what has worked for other businesses, with similar challenges in your sector
- Have the opportunity to have your questions answered about our various programmes
- Discuss the BUILD and Grow enrolment criteria and payment options

“The best way to predict your
future is to create it.”

Abraham Lincoln



Telephone: +44 (0)203 633 3756

Email: info@evolveandgrowcoaching.com

Web: www.evolveandgrowcoaching.com

Facebook: Trades and Builders

Twitter: @evolveandgrow