

Armstrong

Leadership potential. Delivered.

The Objective

To get clarity, direction and focus on what actions are required to achieve high growth without breaking the owner, the staff or the business in the process

The Approach

Analysis of business model and growth aspirations, mentoring MD on how to lead and manage growth, creation of small change team and training on how to role model the new ways of working and engage others.

The Business Impact

- Clarity on vision for business that incorporates balanced scorecard of customers, suppliers, team and finance providers
- Small team (10% of staff) are engaged, informed and responsible for delivering change
- Quick wins being delivered to generate cash to fund future growth plans and determine pace of change that business can absorb



GrowthAccelerator

Mentoring for business owners to achieve high growth at a pace they can deliver.

Karen started Obsession Salon & Spa over 26 years ago in a small salon and now employs over 40 staff in two larger premises. Karen and her long-standing management team were keen to engage a change expert so that their ambitious growth aspirations will be achievable... and sustainable.

Angela's extensive background as a change manager means that she is able to bring a pragmatic approach to considering the people, process and technology changes required to grow the business. More importantly she guides you to knit those changes together, at a challenging but achievable pace, so that existing delivery commitments are met – "first do no harm".

As a business owner herself Angela recognises that there is often tension between targeting increased revenue and the upfront investment required to service the additional demand. Angela is happy to roll up her sleeves and work out with you where the most value can be created with the least investment so that these "quick wins" generate funding for later stages.

Ultimately it's the people in a service-based industry that deliver the growth, as a people developer Angela can support you & your team every step of the way.

"Angela works with us as part of our high growth strategy, she proposed actionable insights based on our raw data, trained us in the fundamentals of change and facilitated workshops so the team co-created our vision. As MD I feel informed, supported and confident in the outcomes. Angela is very personable and professional; she effortlessly engaged with my team so they are motivated and keen to take ownership of next steps. Growth Accelerator matched funding means that even as a small business we are able to engage someone of Angela's calibre."

Karen Wharton, Business Owner Obsession Salon & Spa

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About Armstrong Coaching & Consulting:

Established by director Angela Armstrong in 2013, Armstrong Coaching & Consulting specialises in talent development and helps to align individuals and teams behind the business strategy. The shifting economic landscape means many clients are experiencing change, Angela & her associates help through developing core leadership capabilities of trust, resilience and change. As established practitioners Armstrong Coaching & Consulting deliver interventions that are immediately applicable in the workplace.

Specific deliverables include talent assessment and development, leadership and management development; change management and individual coaching.

Angela Armstrong is based in The Midlands and has worked with an impressive portfolio of clients. Examples include Accenture, Barclays, British Telecom, HM Revenue & Customs, Oxfam, Rolls-Royce, UK Border Agency and numerous owner-managed businesses.