

Stroud Life

STROUD LIFE

AWARDS 2010

With **ActionCOACH** Nigel Jew Business Coaching

■ Nigel Jew, left, and Simon Buck.



Free workshops aim to maximise growth and profit

AS part of ActionCOACH'S ongoing support for the Stroud Life Awards, Nigel Jew and Simon Buck are running three free workshops over the next two months.

Each two-hour workshop will focus on a different aspect of business to maximise growth and profitability.

They are free as part of ActionCOACH's sponsorship of the awards.

Details of the workshops are as follows:

■ **Thursday April 29, 6pm to 8pm** – How to submit the ultimate business award application.

In this two-hour free workshop businessmen and women will learn from Nigel and Simon how to get their business award application noticed.

They will demonstrate what to focus on, how to get the business message across to the panel of judges and how, among all the other applications, to create real impact.

■ **Wednesday May 12, 6pm to 8pm** – Customer service to maximise profits.

This workshop gives information about how to create a customer service culture which adds bottom line profits to the business.

Nigel and Simon invite people to spend two hours with ActionCOACH on this fascinating topic and walk away with ready to implement strategies which will make a real difference.

■ **Wednesday May 26, 6pm to 8pm** – Discover what's unique about your business and the power of guarantees.

Businesses can discover what is truly unique about what they do and how use it to ensure they do not compete on price alone.

In this interactive workshop, they will learn the importance of uniqueness and the power of a guarantee.

Nigel and Simon guarantee that people who attend this workshop will not be disappointed.

For details of all these free workshops and to reserve a place visit www.thegrowthacademy.eventbrite.com or send an email to simonbuck@actioncoach.com.

Winning is just the icing on the cake



EESI Group Services, the Stonehouse-based company which is a leading provider of specialist building services, was named Business of the Year in the Stroud Life Awards 2009. Here the firm's managing director and founder Mike Gardiner shares his thoughts on what it's meant to take the title.

THIS time last year we were literally minding our own business, doing our own thing, but continuing to grow by an annual 20 to 25%, a path we have trod for the 15 years we had been trading, when it was suggested that we should enter the Stroud Life Business Awards. When we won I was amazed. We had no inkling our submission would be even shortlisted let alone that we'd win. Everyone in the company was on a high for several days and it gave us a boost to know we were so highly regarded.

We obviously let all of the staff know that our success at the award ceremony was due to the effort and experience of the whole team and not just us, the figureheads. They were all thrilled and ensured that many others were made aware of the fact that they were working in such a successful business. Taking the title also provided a great way to promote the business. We made contact with all of our existing and prospective clients the following day to let them know the good news. Their response was amazing and uplifting for all of our team. We also quickly incorporated the award logo into all of our stationary and marketing literature.

It's difficult to quantify if winning the award resulted directly in introducing us to new customers, but it certainly raised the company profile. We have since the award also undertaken more aggressive marketing and grown the business by another 27%, which is no mean achievement in the challenging building and construction market place at present. It is more than probable that this business has come from our clients' greater awareness of Eesi's existence.

It can be difficult and often expensive to raise awareness of a company in the media. Having won the award we found the media were contacting us and asking to write about our successes and opportunities the award offered.

I'd advise businesses to enter the awards this year without doubt. You may get many accolades from your clients and respect from your colleagues but an award is the icing on the cake.

■ **Mike Gardiner, managing director of Eesi Group, which win the Stroud Life Awards 2009 Business of the Year title.**

■ **Ian Mean, Editor in Chief of Stroud Life publisher Gloucestershire Media, presents the award to Derek Jarman, left, and Mike and Ann Gardiner at last year's ceremony.**

