



COLIN HARRISON DESIGN

## case study

creative client



## finding true north

tactical consultancy • personal coaching

### Finding True North helps Colin Harrison design coaching into his business

*After 24 virtually-uninterrupted freelance years, a family tragedy and quiet order books had graphic designer Colin Harrison questioning his direction. Meeting Richard Hovey, Finding True North's lead coach, initiated a series of business coaching conversations. They helped transform Colin's company, established Finding True North as part of Colin's business team, and re-established his optimism...*


Recalling 2010, Colin Harrison believes the sudden family tragedy, combined with a 'post-Lehmann' business lull made him question his once-unshakeable belief that 'things work themselves out'. Colin explains: 'With the family reeling and work dead, my eye was off the ball. I even contemplated abandoning freelancing, but realised the only thing to do was take positive action. Fortuitously, that was when I discovered Finding True North.'

#### a thoughtful approach

'Over several months,' Colin says, 'I got to know and trust Richard Hovey and his subtle, thoughtful approach through our business networking group. When he offered a free taster session and matched funding in 2010, I set my scepticism and "I'm not sure it's for me" thoughts aside and gave it a try.'

'Recalling the next two years, Colin reflects on three coaching series: 'The first was about understanding coaching, goals and time planning and pulling me back on course. From the start, Richard's gentle, observational style inspired me – as did the "relevant bombshells" of wisdom he'd suddenly lob into our sessions.'

**"With the family reeling and work dead, my eye was off the ball"**



#### building coaching into the business

With Finding True North appointed, Rachel and Richard agreed a tailored programme and shared six 90-minute coaching sessions over nine months, during which they worked through challenging issues and Rachel developed powerful confidence and effectiveness techniques.

'Richard quickly identified my unique working style and adapted his delivery to it. He brought out "the authentic me" and helped me apply my new skills and self-assurance at work. Every session left me inspired and aware of the value he shared. Two years on, I simply wouldn't be where I am – at work or in my personal life – without him.'

#### benefits for company and individual alike

A second series of monthly sessions built on this. 'In honesty,' Colin continues, 'I probably knew the answers, but couldn't see the proverbial wood from the trees. Richard's skills brought the answers out, turned them into actions and gave me new direction.'

With Series 3, starting in 2011, Richard is a trusted part of the team who guides Colin to create the effective business systems that will get this 'accomplished over-50 designer' where he wants to be in the future.

#### benefits – including increased turnover

As he explains, once he started working with Finding True North, Colin quickly saw coaching's benefits: 'They started with my renewed confidence and re-established sense of direction. And they've contributed – I'm sure of it – to a 43% increase in my annual turnover between 2009 and 2011. I'm back on track, working with new efficiency and using time much better. Crucially for my business, Richard's coaching also refocused me on my core strength as a visual identity specialist.'

#### 'I'd recommend Richard'

Prompted to describe any teething troubles with the coaching, Colin can't think of any. 'The free trial and matched funding eased me smoothly into the process. Since then, and particularly since I realised the techniques worked and put my complete trust in Richard, I've seen nothing but tangible benefits for my business and personal life. Richard's ongoing coaching even pays for itself through increased business performance. I'd definitely recommend him to others. It's all been very worthwhile and promises to continue that way in future.'

**Colin Harrison Design Ltd is based in Wiltshire and services more than 140 clients across southern England.**



## about us

## finding true north

tactical consultancy • personal coaching

We work with leaders of businesses and charities to help them to develop themselves, their staff and their business. We do this through coaching, consultancy, facilitation and training.

### what some of our clients have said

I was able to achieve one of my key objectives, with the full cooperation of my colleagues and within the limited amount of time that we had set aside. Thank you very much indeed.

*Paul Bailey, Finance Director, Open Doors UK*

Richard Hovey has proven to be an excellent coach with a calm, realistic and practical approach to coaching, finding a balance between the requirements of a small company and academic knowledge acquired from his own work experiences and studies for his MBA.

*Phil Hall, Managing Director, Troika Systems Ltd*

I would recommend Richard for any coaching needs you may have - you may even only need one session to help you achieve this.

*Val Huxley, CEO, Business Against Poverty*

### director and lead coach, Richard Hovey



Before taking up coaching and consultancy work full-time, Richard gained wide experience in business and the third sector, so he understands the issues that you face. He worked in the defence industries as a design engineer and then as a project leader; in the computer industry as a marketing manager; and in the advertising industry as a finance director. After work as a parish priest in the Church of England, and as a regional manager for a UK charity, he set up Finding True North. His employment experience included large businesses, such as GEC Marconi and Intel, as well as small firms and charities, and current clients also come from a range of business sectors. His coaching skills have been honed through 'manager as coach' line management, pastoral work, and independent coaching.

Richard holds a BSc in Electrical Engineering from Imperial College, London, a MBA from Cranfield School of Management, and is an ordained priest in the Church of England. He is a Chartered Engineer and a member of the Chartered Management Institute and the Institute of Consulting.

His interests include sailing and scuba diving, he is a trustee of several UK charities, and he is passionate about individuals, teams, and organisations becoming all that they can be.

### the benefits for your business:

- enhanced personal effectiveness and decisions
  - better communication skills and relationships
- leading to improved*
- innovation, quality, and customer satisfaction
  - staff retention, and bottom line results

### especially in:

- growing leadership and delegation skills
- problem solving, planning, and reviewing
- change management and team building
- developing and motivating key staff
- giving extra support for extra responsibility

### what next?

Contact us for more information and to discuss your needs further.

### to do new things we need to see in fresh ways

#### Richard Hovey and Associates Limited

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