



coaching transforms a financial services business

As owner and managing director of Essential Money Ltd, Thomas Dickson knew his management style limited colleagues' effectiveness – and his financial services business. Desperate for practice manager Lisa Burke to embrace management, he sent her to Richard Hovey, lead coach at Finding True North. When the results transformed the business, Thomas took the plunge too...

Referral by a trusted acquaintance, honest self-appraisal of his management style, and the effect of coaching on Lisa, persuaded Thomas to hire Richard.

'Lisa and I have very different personalities and working styles, which simultaneously caused conflicts and powerful compatibility. Despite years with us and mastery of our admin, Lisa was clearly unhappy and lacked confidence to embrace the management role that she needed. Faced with the prospect of her leaving, I agreed to coaching. A few sessions transformed her into the committed, detail-focused manager who complements my "sociable, big-picture, entrepreneur". I decided to have a go too!'

safe and non-critical...

At first, the 'academic' aspects of coaching frustrated Thomas. 'But our sessions soon engaged me as Richard's supportive style focused on practical everyday issues. Although I'd nothing to compare him with, his approach felt reassuringly safe, non-critical, and more like counselling than business coaching. My packed diary made travelling to sessions difficult – but he was willing to compromise with some telephone work. Geography's the only reason I put coaching on hold – if we could get round this I'd have more.'

"I'm definitely a better manager thinking things over and explaining them..."



convinced of the benefits

'Though they're hard to quantify yet, I can see the personal and business benefits – as well as the change in Lisa and avoiding the huge recruitment and training costs I'd have incurred if she'd got frustrated enough to leave us.'

'I'm definitely a better manager, thinking things over and explaining them properly rather than "shooting from the hip" as was my wont. I also delegate better, following-up on assignments and holding people accountable rather than hoping they'll just do things to help me. And I make more time for colleagues, especially Lisa in her new role. This helps everyone. I'm busy as ever – I rarely switch off – but the team's responding well to a changed Thomas and his new perspectives on business relationships.'

Describing her 'new' boss, Lisa echoes his realisation that he held her back by not encouraging her or delegating effectively. 'Along with Richard's coaching, the changed Thomas now helps me manage and make decisions like never before.'

'helping you be the best you can'

Summing up, Thomas says: 'Richard is great, very encouraging and supportive, someone genuinely interested in helping you be the best you can. Lisa and I are still works in progress, but Richard's undoubtedly wrought massive change. When you're boss of your own company life can be lonely, with few people to bounce ideas off and discuss things in confidence. Richard facilitates that in a safe, professional way. That's why I'd seriously consider using him again and will recommend him without hesitation.'

Essential Money Ltd is a specialist financial adviser to dentists. Based in Birmingham, its 11-strong team services clients across the UK. Support of the Essential Money leadership team continues by telephone.



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

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