

Daniel George, The Ca\$hop



How long were you in business before you started working with Paul?

21 years

What makes a person who's been operating a business for over 20 years want to start working with a business coach?

I suppose I was disillusioned really, I found myself working all hours god could send and I'd done all I could and I didn't think I was getting any further with the business. I'd felt like I'd hit a brick wall.

What would you say has been the biggest benefit for you since you started working with Paul?

A couple really, going from being unconsciously incompetent to being consciously competent – that was a big thing for me but one of the biggest things is that Paul has taught me how to deal with my team, how to deal with people and that has been a very big advantage for me.

How about from a material point of view, what's happened to profits?

Our business is financial services and retail, so our profits have probably gone up about 50% but that's in a market where everybody else is declining, so we're also gaining market share

How about the hours that you're working, are you working less now or about the same?

Much, much less, I was working 6 days a week, sometimes 7, and working till 10 at night during the week. The first thing that Paul made me do was to take Saturdays off which was really difficult for me. I now find myself working about a third or what I was working and I'm actually at the stage now when in about a month's time I'll be able to extricate myself from the business and it will be running itself.

Has the amount of time you've got back been the biggest personal change you've had since working with Paul?

Yes that's been one of the biggest changes and I'd like to say that working with a business coach doesn't just affect your business it affects your whole life and that was one thing that really surprised me. But the biggest change for me, that I've found, is that all the hours I was working I tended to not know why I was doing it and after working with Paul it felt like someone had lifted a curtain and shown me the way I was heading doing all this work. And that has been the best thing for me.

So where do you see your business in a year's time?

We're heading for franchising, we're going to treat our next store as a franchise prototype.

What advice would you give to someone who's thinking of working with a business coach?

I would guarantee it to anybody, you've got nothing to lose, you can pull out at any time but you've got to give it a good 6 months.

When you first started working with Paul, was it a lot of money to you at the time?

Yes, it was.

And what would you say now?

It was money well spent. I'd spend double knowing what I know now.

What did your people say when you first told them that you were working with a business coach?

Work colleagues were very worried and the ones that were the most worried turned out to be the ones that left so I had the added advantage of finding out the ones that weren't team players. A lot of people said that it was a lot of money and I shouldn't be paying it but I stuck with it and I've reaped the benefits.

Have you told a lot of your friends to start working with a business coach given your success?

I've been telling that to everybody I know in business!