

## Case Study – ABC Landscaping



ABC are a well respected business supplying a range of Landscaping services to both business and private customers. There are three separate elements to the business which adds to the complexity. As many of their clients are in the construction industry, ABC have had a tough time through the recession. Nevertheless they are a profitable business and continue to “weather the storm” through being innovative, proactive and flexible. They are a family run business and the Managing Director asked Graham to work with them to help them, their specific goals were to:

- Enable the Directors to have a better quality of life, (less “7-days per week” working);
- Sort out how to structure their business;
- Improve the way they run the business by making better business decisions.

The work started with a complete review of where the Directors felt the key problems were. Some immediate actions were put in place that relieved the pressure so that the Directors could spend time focusing on where they wanted to go with the business.

The Managing Director said *“We held a series of sessions with Graham where we were able to identify what our key goals were and some really very simple actions that started to make a difference. We recognised that we needed someone who would ensure we would actually get on & do what needed doing. We asked Graham to “be our Headmaster!”.*

Since the initial work, Graham has been working with ABC on a regular basis providing help and advice on a wide range of matters. The environment has been tough and ABC have faced a number of key decisions. At every point the pros and cons of potential courses of action have been worked through with Graham. In several instances ABC have revised their thinking through Graham’s advice.

Business continues to be difficult, but ABC are still making a profit. They have a number of activities ongoing that is moving their business forward. Some changes have been made to the structure to delegate some authority to other business managers. This has not yet been fully implemented, but is a big improvement on where it initially was.

Since Graham started working with them, ABC have:

- Successfully fought off a rival wishing to take-over part of their business;
- Re-defined roles of key people within the business giving much clearer direction over who does what;
- Initiated a programme of investment in one part of the business that is expected to deliver significant profit returns;
- Seen huge improvement on “per unit” profitability in one part of the business;
- Got finances and debt collection under control;
- Created a complete fully documented set of business processes that all staff follow.

Most importantly the ABC directors are now able to devote just a little more time to family & friends and enjoying their lives a bit more. They are “not there yet” but moving steadily in the right direction.

The Managing Director said:

*“We really needed to take a good look at ourselves and how we were working. We consider ourselves to be a professional company but we were simply not operating efficiently or (to be honest) as professionally as we ought. Graham has been a great help in giving us that push we needed to get the things done that we knew we had to. We use Graham on a regular basis to talk through any big decisions we are contemplating. This is perhaps one of the most valuable services he gives. We now find his outside, independent and unbiased view invaluable to us and wouldn’t consider any major business decision without first talking it through with Graham.”*

**If you would like to know more about this project, contact Graham Hodges & Associates:**

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