

Local coach wins UK Best Client Results award

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13 FEBRUARY 2018 - Business growth coach, David Lee, has just won the UK's Best Client Results at a national awards ceremony. So, how did this a coach, supporting business owners in Coventry and Warwickshire for less than 3 years, end up winning such an accolade out of over 180 business coaches?

"David has helped our family business increase turnover from £4.9million to £8million and grow the team from 60-90 staff whilst I've been free to build my dream home - all in just 18 months." Mark Brazier, CEO, PAB Coventry

Firstly, David offers two guarantees to clients who start one-to-one coaching, "There's normally a concern about the cost of hiring a business coach. I have the benefit of knowing the return on investment of my services is significant - both financially and in work-life balance - but new clients can be nervous. If a client does not like me or see the benefit from either their alignment meeting or their first month of coaching, I will refund my fees. I'm proud to say this hasn't happened yet but it does demonstrate that I'm here because I truly want to help my clients see results in their businesses.

"I select the clients I work with on attitude rather than company size or sector. If a business owner is open to learning how to understand their business better and willing to follow a path of personal and professional development, we can work wonders together. It's through being straightforward with my clients that they realise that business owners have been making some of the same mistakes for years and it's nothing to be embarrassed about. What would be a shame is if you don't take action to address those mistakes - if you do, you can make a better life for yourself, your family and the people who work for you."

The UK co-founder of ActionCOACH, Ian Christelow, describes David's client results as 'incredible', "David has taken one client whose business was failing, having only paid herself a salary for three out of 12 months to no longer needing her overdraft facility and having so much control of her newly-successful business to have enough time to launch another. He helped a family business increase turnover from £4.9million to £8million and grow the team from 60-90 staff whilst the CEO is free to build his dream home - all in just 18 months."

David admits he takes immense pleasure from seeing his clients achieve their business and personal goals, "This award win is the icing on the cake for me. I'm absolutely elated - I was hoping to win the award for Central Midlands but had no idea I'd grab the top UK award! In the corporate world, you can save a large corporation a million pounds and it hardly registers with them but when you make a difference to a small business owner, it can make a huge impact. It's thanks to them trusting me that I've won this award."

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Image available on request - from left to right: James Vincent, MD at ActionCOACH UK, David Lee, Ian Christelow, Co-founder of ActionCOACH UK, at the De Vere Cotswold Water Park.