

# Being a F4BG Coach: Upgrading My Skills

**EXponential**  
Training & Assessment

## A New Plan for Growth

**Coach: Mike Webb,  
MEC Associates**

*"The whole experience of engaging with an outside source has helped me considerably in not only the development of the company, but more importantly my and the staff's personal development. I would highly recommend F4BG to other companies".*

Ed Stephens, Managing Director

### Summary

As a busy managing director, Ed Stephens was struggling to have the time to grow his business, but is now forging ahead with implementing its' new growth strategy.

### Challenges

After trading for five years, cabinet design and manufacturer, Shaw Stephens found themselves busy, but struggling to make sufficient profits to support the development of the business.

F4BG Coach, Mike Webb of MEC Associates, was engaged and after conducting a F4BG assessment, Mike helped the managing director, Ed Stephens develop and implement a new growth plan.



## The F4BG Assessment

The F4BG assessment tool enable clients to pinpoint key areas for development - sometimes there will be just one or two areas and other times many. The coach's role is to help clients to focus on the areas where the most value can be added.

## The Solutions

In addition to improving the layout of the manufacture area and using the 5-S method, Ed and Mike introduced staff coaching – this has enable Ed to delegate more, freeing up his time to work on developing his business.

## Results and Future Plans

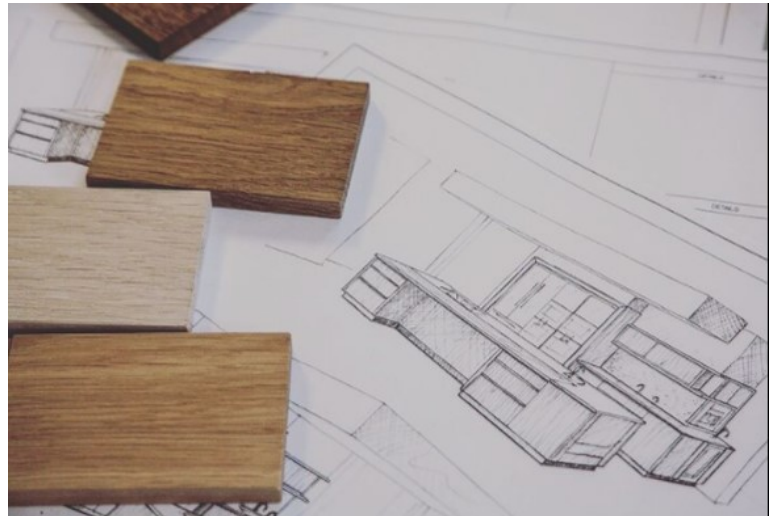
The company is already holding productive planning and review sessions including design and brainstorming exercises. The team is now planning to improve its marketing and project management skills.

*“Ed needed to delegate more and involve staff more, especially in pre-and postproduction reviews – now he does”.*

*Mike Webb, Business Coach*

Fit4BusinessGrowth is a project funded by the Erasmus+ programme.

The project aims to help small and medium enterprises to improve performance and productivity using High Performance Work Practices, Wellness Practices and Business Growth Coaching.



*Photo: Shaw Stephens – new plans for growth and success*



**Fit4BusinessGrowth**

Leading By Example



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**For further information visit:**

**[www.fit4businessgrowth.eu](http://www.fit4businessgrowth.eu)**

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