



24th April 2008

Mr I Dickson
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Action Coach has made a huge difference to our outlook and the way we conduct our business on a daily basis. This is all down to Ian!

Before we started with Ian our initial reaction was "we haven't got time for this". How wrong were we? Ian has made us focused as individuals and taught us how to manage our tasks and time better to enable us to get more out of our business. Not necessarily by working harder but certainly smarter and concentrating our efforts on the things we can change not on the parts we cannot.

Ian has made us focus not just on business goals and development but also on a personal level which obviously has an effect on our business life as well.

We have improved the productivity in the office and streamlined our structures and procedures to make sure we maximise every opportunity. With the added process of "test and measure" we have made sure that we spend our budgets wisely and correctly on the elements of our business that work and not waste time, effort and money on parts that do not generate income.

We were certainly cynical at first but as time has progressed our opinion has changed and we truly believe that Ian and the skills he possesses and the knowledge of Action Coach in general is a huge asset to our business and we would thoroughly recommend his services to anyone.

Gary Penney & Andy Peters
Directors