

# Testimonial Information

A man in a dark suit and white shirt is shouting into a blue and white megaphone. The megaphone is held up to his mouth, and the sound waves are visible coming out of the large, circular horn. The background is white.

Let Your Customers Sing Your Praises

**ilandickson.biz**  
your performance coach



## Seminar and Workshop Feedback

Listed below is just some of the feedback we have received over the last 3-4 years from our seminar and event attendees. All the feedback here has been gathered by a third party source (The Disc Directory) and can be viewed at [www.thediscdirectory.co.uk](http://www.thediscdirectory.co.uk).

Ian Dickson has real dynamism, huge practical expertise and an inspiring style. Brilliant for re-invigorating your business.



26 Apr 10

Ian delivers an extremely valuable service - very good. It was a SUPERB all round seminar, free, aimed at helping all who attended and enjoyable too!



26 Apr 10

I have just attended one of Ian's superb workshops. As always it was a highly professional and well thought through session facilitated by Ian in his usual excellent manner.

Really helped me focus on what need to be done to boost my business. I would recommend to any business owner who wants to improve their business.

**Mike Wallis**

**The Disc Directory.**



01 Apr 10

Ian Dickson is a professional, insightful and essential person to help me with my businesses.



29 Mar 10

Absolutely superb. Inspirational. Just brilliant!



29 Mar 10

Everyone should do this. Think of it as giving your business a well earned service.



29 Mar 10

Ian Dickson makes you think about what actions you need to put in place to move to the next stage.



29 Mar 10

Encouraging, clear and inspirational.

**Eve Croucher**

**Jireh Construction Ltd**



10 Mar 10

Ian Dickson Performance coach was inspirational.

**Laila Anderson**

**wantify-it.com**



10 Mar 10

Good to refocus on my business & give some perspective on areas to improve.

**Ray Vernon**

**Splice Marketing**



10 Mar 10

Excellent job, concise + well presented.

**Robert Nock**

**Pre-Parental**



10 Mar 10

Great talk by Ian Dickson.

**Brian Skeggs**

**ZuuMedia**



10 Mar 10

Really enjoyed Ian Dickson's talk. Reminded me of what I should be practicing & the need for a coach & goals.

**Trudy Chambers**



09 Mar 10

Very grateful for the opportunity to learn for free. I have no income but great belief in what I do and you inspired & confirmed to me that I am heading in the right direction. Thank you.

**Lesley Holyoake Team Practitioner**



09 Mar 10

Ian Dickson's talk was very informative, lots of practice info to help my business and my staff.

**Gail Schrumshacal**

**Trust Inheritance**



09 Mar 10

Definitely recommend Ian Dickson.



08 Mar 10

Ian Dickson provided a motivating & fresh approach, created ideas and positive mental attitude. Has the drive to do better.

**Hana Blackburn**

**Synergy Connections**



08 Mar 10

Outstanding presentation. Ian Dickson has an outstanding knowledge of ways to help small businesses prosper, which he shares with enthusiasm.



08 Mar 10

Recommend Ian Dickson. There are no shortcuts to great places.

**Paul Bunyan**

**Greenstar Environmental**



08 Mar 10

Ian Dickson was very informative - a lot of information to take in but really well explained and easy to follow.

**John Whiffin**

**Safe Training Services**



08 Mar 10

Ian Dickson Performance Coach is clear, inspirational & encouraging.



05 Mar 10

Great seminar.

**Olive Price**

**Safe**



05 Mar 10

I absolutely, highly recommend Ian Dickson. I actually already have.

Could have listened all day.

**Janet Watts**

**JLW Recovery Solutions**



05 Mar 10

Most certainly recommend Ian Dickson

**B Skeggs**

**Zumedia**



05 Mar 10

Highly recommend Ian Dickson Business Coach. Absolutely buzzing, great information and truly inspirational, thanks!

**Rhys Little**

**Plug and Play Design**



05 Mar 10

Ian Dickson was interesting, thought provoking & confidence building.

Environment was conducive to taking on board the messages. A very well spent 2 1/2 hours. Thanks!

**Lesley Holyoake**



05 Mar 10

I'd Recommend Ian Dickson Performance Coach

**Bob Houghton**



05 Mar 10

Ian gives me the discipline to drive my business forward, thank you



23 Feb 10

Ian Dickson has demonstrated the ability to make real life improvements to the bottom line of any business with a clear and insightful approach with his business coaching.



23 Feb 10

Ian Dickson's personality and character cannot help to not empower you to go and do something great. Not only useful tools for business but will help your personal life as well.

**J P Whiffin**

**Safe Training Services**



19 Feb 10

A great speaker who shares insight, common sense and focus on you taking your business forward



18 Feb 10

A great speaker who shares insight, common sense and focus on you taking your business forward



18 Feb 10

Went to his seminar last week, inspired me to develop my business further and now I want to get up in the morning, Thanks Ian



17 Feb 10

Well worth attending a seminar given by Ian Dickson- full of useful information, enthusiastically presented.

**R Nock**



15 Feb 10

He just knows how to improve your business, very impressed



15 Feb 10

Just what you need to motivate yourself to go to the next level



01 Dec 09

Informative, Innovative, Inspirational, Ian



30 Nov 09

Ian is a first class coach. Really understands where you are and the real opportunities and challenges facing your business. He then works with you to find ways forward that really work. Highly effective.

**Mike Wallis**



30 Nov 09

If you want a thought provoking and inspirational edge to your business - this is where you start.



30 Nov 09

Give them a go - would highly recommend them.

**S Robinson**

**Select Appointments**



16 Sep 09

It's worth contacting to see if he can help with your business.

**Waida Lakudzala**

**Senior Care Services**



16 Sep 09

Go to the seminar for great hints & tips.



16 Sep 09

Very good basic stuff we should all be doing. Very well presented!

**John Kemp**

**WPA**



16 Sep 09

Get him onboard!

**JS**

**Cut out Your Coupon**



16 Sep 09

Well worth an initial meeting

**Steve Blofield**

**SBA Financial Ltd**



16 Sep 09

Would recommend Ian Dickson.

**Steve Della Rocca**

**TaxAssist Accountants**



16 Sep 09

Go to a seminar by Ian Dickson



16 Sep 09

5Stars for Ian Dickson



16 Sep 09

I have known Ian for several years and his seminars are so inspiring for a business coach and he is so passionate about coaching



10 Jul 09

Excellent presentation from this top action coach. He really knows his stuff and presents it in a very positive way.



10 Jul 09

Excellent Seminar delivered to a high standard. Well worth the investment of time.



10 Jul 09

Facing challenging times Ian's seminar gave fresh inspiration and helped re-focus my plans and direction.

**Zara Hogg, Haines Watts Accountants**



10 Jul 09

I Found Ian Dickson fantastic and inspiring. I can't wait to try the steps when I get into the office.

**Peter Waine, Creative Office.**



10 Jul 09

Without Ian, our business wouldn't be what it is now. Exceptional.

**Ben Henbest. The Directory Group.**



10 Jul 09

Great way to improve business techniques (Coaching). Well run and very professional.

**J E Williams, Skin Tech**



10 Jul 09

Very useful, packed with info.

**Ian Lester Card, Bartercard.**



10 Jul 09

5 Stars no extra comments.

**David Lithgow. Cityl Local Fareham.**



10 Jul 09

4 and 5 stars No extra comments.

**Carl Rossiter. Camelot Credit Solutions**



10 Jul 09

Ian is charming and communicates his ideas clearly and cleverly.

**Scott Doble, 1 Degree West Marine**



10 Jul 09

Feedback Ian Dickson, Action Coach left by David Wheatley, Blue Button Marketing GU9



25 Mar 09

Liked the bio on website, influenced my decision to choose Ian Dickson

**Jim Jackson,**

**Citizen Care PO2**



25 Mar 09

Feedback on Ian Dickson, left by Paul Brown, Michael Browns SO19



25 Mar 09

Feedback on Ian Dickson, Action Coach left by Mike Hookway, Michael Browns SO19



25 Mar 09

Yet again, Ian's seminar is so motivational spending just a short time and so many creative ideas that crop up during the time spent with him.

A great business coach and an excellent speaker.



20 May 09

Having attended one of Ian's free seminars I can honestly say that he is one of the finest motivational speakers I have heard. (and I have heard a few !) I also had the privilege of experiencing one of his one-to-one sessions and was impressed by his insight into the real needs of the business and his clarity of view of ways forward to improve. Any company wanting to develop and grow would I am sure find Ian a great return on investment.



02 Mar 09

I have NEVER given 100% - my rating speaks for itself

Both my company and myself have benefited from a professional, knowledgeable, friendly, committed, genuine and person giving passionately to something he believes in. Ian's skills in delivery are second to none. Thank you Ian.



30 Apr 08

Would recommend Ian, motivational and practical speaker. No chance of falling asleep here!



11 Mar 08

I have no hesitation in recommending Ian's services.



06 Mar 08

We have been to a number of Seminars that Ian has run, as well as received some 1-1 coaching. I can most definitely recommend his coaching which has been particularly helpful in our first year and "Kept us honest".



28 Nov 07

Ian is a very motivating and inspirational coach and I highly recommend him to anyone wanting to really get their business working for them. I have been to several events and always take away a wealth of great ideas which I have put in place and seen great results.



15 Nov 07

I attended one of Ian's free sessions and I must say how informative and helpful the presentation was. We all think we know the obvious things we should be doing in our business however in reality we don't do them!! The session was packed with quality tips of how to assess where you are, what to change and then get on and do it.

I would have no hesitation in recommending anyone to pop along and see for yourself. Take the time it's worth it.



26 Sep 07

I went to Ian's free seminar recently and was amazed by his passion to helping people move forward in their business.

You could tell that the information that he was giving was incredibly valuable and just the tip of the ice berg.

I would have no hesitation in recommending Ian to anyone that is serious in moving forward in their business.

**Richard Mace**

**Opendoor IT**



21 Sep 07

Ian's positive approach to take action is infectious! He helps you to set the goals you need to achieve the results that you want! This in turn keeps you focused and motivated. I can't recommend Ian highly enough!

**Jason Guidon**

**JJ Fleming Business Services**



19 Sep 07

Working on your own can often be a lonely task and it can become difficult to focus on the goals that once seemed so clear. Using Action Coaching almost immediately cleared the clouds and showed the goals once again I was striving towards. With Ian on board I know I now have the help I need to keep me focused.



03 Jul 07

Action Coaching has helped to improve our business processes , increasing our overall profit over the last 6 months. In particular Ian Dickson, the coach who is working with us has been invaluable to our business; helping us grow and implement some very unique sales and marketing ideas. Our conversion rates are always improving and as we enter into another period of coaching I can only see our business evolving further.



29 Jun 07

Action Coaching helped our management team to take a longer-term view of both business and personal goals, as well developing strategies and systems for coping with the complexity of current business requirements. The regular networking events hosted by Action also help us to make connections with other local businesses.



29 May 07

We needed some fresh eyes and we certainly got that with Ian. He gave us ideas and inspiration to give not only the company but us a boost. We have certainly achieved alot since taking him on board. We are now a little closer to growing a business instead of a job!!!!



07 Mar 07

Running a business can be a difficult and lonely job at times and there are times when you need a second opinion or an impartial point of view.

I chose to use Ian Dickson of Action-Coaching because he made every effort to understand my business and tailored his coaching to help me identify my strengths and weaknesses. He genuinely cares about the success of my business and has provided guidance at all times about every aspect of my business.

As a result, I have recognised the importance of working on my business rather than in it and freed myself from the job that I had created for myself.

A great business coach is an essential business investment.

Go coach!



27 Feb 07