

Action Coaching Limited
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25th April 2008

Re: Testimonial for Ian Dickson

Actually deciding that you need a business coach is probably one of the hardest business decisions we have had to make. At first it felt like an admittance of failure of our own business abilities, but then, after a few coaching sessions, we realised that it is means of strengthening, nurturing, and developing both our business and our abilities.

We are very lucky in that we found the right coach the first time; and that coach is Ian Dickson. Ian's approach is to gently guide, probe, and encourage us in a step by step process of gradual improvement. A lot of hard work is involved to achieve the process, but the end results are virtually effortless, 'no brainer' systems which allows us more time to further develop our business and systems, and also leave some time for ourselves. Ian's approach is infectious, and coupled with an easy going manner and a great sense of humour; we are pleased that he is our business coach.

Nigel Allan

Technical Director
Southern Business Computer Solutions Limited