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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!

Dale Collins

Director