



Corporate shackles broken to create new possibilities

“ActionCOACH has given me the opportunity to have more choices in life, spend more time with my family and has opened up new possibilities for us” - Francois Lubbe

Although being retrenched in 2008 during the global recession, Francois was at a point where he was tired of corporate life and didn't want that lifestyle anymore.

Besides the political limitations resulting in Francois reaching a ceiling within his career he was also in a space where he was looking for a new and exciting challenge.

Francois was looking for something that would continuously grow and develop him. It was always in Francois plans to become a coach it was just the question of when and how he will go about it.

He was at a cross road where he was weighing out the comfort of corporate and the uncomfortable position of making a change for his own personal growth and development.

When Francois came across ActionCOACH it was something he was truly passionate about and spoke to his core values of personal growth. It was that one thing he always knew was out there that would extend both his personal and professional life.

“You create a happier place for entrepreneurs, their families, their employees and their employees' families - to play a role in this everyday means a lot”



Once he became an ActionCOACH, he was able to finally create a balanced lifestyle, receive 100% job satisfaction and have the life he always envisioned. The global exposure created new experiences that excited him, and gave him the continuous growth and development he was looking for.

It was the ultimate solution Francois was always looking for.

He finally had the freedom and opportunity to change people's lives with the talents and gifts that he had been given.

It has given him the opportunity to use his gifts to help people in his community to achieve things within their personal lives and business that they never thought was possible.

CLIENT SUCCESS

POSITION BEFORE COACHING

In a very challenging industry with high expectations of service delivery, we aimed to be the best. Unfortunately we could never achieve it.

Having silent partners who were just in it for the money and not thinking about the growth of the company, its vision and mission, receiving a monthly income from the company. My staff was willing to give it their all, but did not have the correct tools physically and emotionally to do so.

BUSINESS CHALLENGES

- Company was running at a loss
- I was feeling unappreciated and undervalued
- Being afraid of asking questions and potentially losing my clients
- Chasing the bottom line
- Had to cut my silent partners pay outs to what it was supposed to be and restructuring the deal in place.

COACHING APPROACH

“Initially the focus was to clean the path by reducing obstacles and interferences that were blocking the path to success.

Business and personal goals were aligned and personal and business strategies were identified and implemented that put the business on a profitable level.

Personal strategies to empower Johann as a business owner to lead the team to new heights were embraced and executed.

COACHING RESULTS

A clear business vision, mission and culture combined with setting of higher standards for all team members set a (new platform) that was a stepping stone for future growth. Johann’s leadership caused rejuvenated energy and excitement in his team that ensured a higher level of team contribution to a new level of desired results on a business and individual level. The company showed the best profit in years - 400% profit Year-on-Year.

FINANCIAL INVESTMENT

I was at first very sceptical about coaching. When Francois told me that he guaranteed me that I will make my first month of coaching fees back within the first 6 weeks, I thought okay let’s give it a try but I don’t know. And that exactly happen within my alignment session already with the option I was given to go and make changes he made me save more than my yearly amount that I had to pay him to be my coach.

CONCLUSION

KRU Detailing is doing better and better every day, I was one of 3 finalists at the BEFA as Young Entrepreneur in 2016. I have never had so much confidence in my business and in my team. KRU also had its biggest months and biggest contract in 2016, that it had ever had since the company was started in 2002. I also got 2 awards from Francois in 2016 for Client of the Year and profit growth year on year. At BEFA 2017 we were also awarded the Best Service Based Company.

CLIENT TESTIMONIAL

Coaching was and is still a live changing experience for me as a person, husband and business owner.

The growth in me, my business and my team speaks for it self’s in the results for the past year. I will recommend coaching to any person that has a business and want to make a difference by changing for the better.

No amount of money can be placed on the value and change that coaching did for me as a person and for my company. Last but not least I have the Best Coach of the all – Francois Lubbe.

Business: Kru Detailing cc
Business Owner: Johann Strauss

