

Case Study

Road Surfacing Solution Business grows from £25million to £40 million in 2 years

National Road Surfacing Solution Business Tripod Crest Ltd, contacted Strategic Business Development & Support for help with understanding how to develop a strategy for growth with achievable implementation through introducing continuous improvement.



“Before Adrian started work with the company we were working in an unconsciously competent fashion and did feel that the business was performing well at the time. Looking back now it is amazing the amount of growth that we could have missed out on without Adrian’s influence on the business”
Darren Stokes, Managing Director

Adrian Martin has been working with the business to deliver culture change and to develop the senior management team.

This change has been delivered using psychometrics and experiential learning to assist the team in becoming self-aware and developing new-to-them behaviours, enabling them to become consciously excellent. Individual coaching and mentoring has been used to embed the new styles.

Adrian has assisted in developing a 5 year Growth Strategy for the group with the development of systems that has allowed 60% growth in the last 2 years, with no extra internal resource required to allow this growth.

“It is a real pleasure to work with the Tripod Crest team - to help them change from a business that was performing in an unconsciously competent way and to guide the transition to Conscious Excellence.

The Senior Management team now possess the ability to think strategically and have the vision to grow the business further through diversification and now having the thinking space to see opportunities that were being bypassed before and therefore allowing the business to grow further as well as the development of agile processes within the business to create the spare capacity to allow more growth and profitability to be realised”

Adrian Martin, Business Coach



“Adrian has had a massive impact on the culture of the business, making the staff more aware of their actions and helping key people to develop different behaviours. This has been key in driving growth within the business by 60% with no extra internal resource, as well as the support that he has offered in developing new robust systems to help make the growth sustainable and to create the capacity for further growth.”

Darren Stokes

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