

■ Client Case Study ■

BRIGHTVISIONS LIMITED

BrightVisions provides IT support services to businesses around Cambridgeshire, Bedfordshire and Hertfordshire. Started by Philip Mashinchi as an alternative to freelance contracting, they attract a steady flow of new customers almost entirely by client referrals and networking.

Consistent Performance

Before appointing Lee Duncan as his business coach, Philip was working long hours and was personally involved in almost every technical project. As a result it was impossible for him to take the “bigger picture” view to develop the business. A key challenge was to understand the profitability of each project and to make sure that every project contributed to the bottom line.



Introducing Effective Processes & Systems

We very quickly identified that there was no way to track the profit from each project. On closer inspection, it was quickly apparent that the most profitable projects were subsidising some slower and more stubborn projects. Here are some of the changes that came about through coaching.

- New quotation, project tracking & time recording systems increased control
- Personal SMART goals for all the team to improve accountability and regular review meetings to hold them accountable for results
- Financial review of all completed projects to confirm profit targets were met

The outcome was increased control and profit from projects, along with reduced technical involvement for Philip in the projects while maintaining or even improving the quality delivered to clients.

In Philip’s Own Words

“Working with Lee was one of the best business decisions I have made. His approach gave me a bird’s eye view of my business and highlighted the areas of the business working well and more importantly those that needed to be improved.

Thanks to Lee, we won the Small Business of the Year award last year, just beating a company that is also one of Lee’s clients! I don’t think that was a coincidence – Lee brings out the best in your business.” Philip Mashinchi