



As your Business Coach

I will bring clarity and focus, with a fresh perspective to support you and your business to grow and succeed beyond your expectations.

I will inspire you to achieve financial and personal freedom, for you and your family.

Who is James Akin-Smith?

- ✓ **An entrepreneur and business owner for over 30 years.**
- ✓ **Experienced in starting, building and selling businesses** in B2B and B2C sectors.
- ✓ **Firsthand understanding, knowledge and experience** of the practicalities of running businesses.
- ✓ **Built an online retailer from scratch to second most visited in the UK in 3 years.**
- ✓ **Experienced Marketer**, both on and offline– heavily focused on driving profitable sales.
- ✓ **Has successfully raised VC finance** on 4 occasions, plc Director aged 30.
- ✓ **A proven mentor and respected adviser to companies of all sizes**, from startups to the NHS.

Personal Attributes:

- ✓ **An open and approachable individual** with integrity, empathy, sense of humour and a down to earth approach to life.
- ✓ **A highly motivated and results orientated professional** with a proven track record of success.
- ✓ **A lateral thinker who enjoys the challenges** of finding solutions to tough business problems.
- ✓ **Enjoys sailing, skiing and mountain biking**, I can also be regularly found in the gym in a desperate attempt to stay fit enough to keep up with my wife and children.

My Approach to Business Coaching:

With the right tools, the right attitude and an open mind you can get the results you want and build a long lasting, profitable and sustainable business. As your coach I will have high expectations of you and hold you to account. In return, you can expect the same level of commitment from me.

Testimonials:

"I have been working with James since April 2015 when I needed expert advice and a sounding board for the next growth phase of my business. He made me realise the potential of our brand and encouraged me to make even bolder growth plans. In the past year we have grown the business to £3.5m, and we now expect to reach £11m in 3 years which I never believed possible before I met James." - *Karina Grassy, Slumbersac Trading Co.*

"I started working with James in April 2015. My net profit when we began working together was £38k and this year I am forecasting £500k. I believe James was instrumental in my growth. I can honestly say it is one of the best business decisions I have ever made and I hope we will be working together for years to come." - *Sam Haysom, Haysom Interiors Ltd.*

James Akin-Smith Managing Director

Business Coaching Dorset Ltd

☎ 07973 137 470 / 01202 946330

✉ jamesakinsmith@actioncoach.com

🌐 www.jamesakinsmith.co.uk

Winner of the 2016 award
for **UK Best Growth
Coach** for fastest
growing practice

Find us on  

www.linkedin.com/in/jamesakinsmith 

An Action**COACH** partner

Canford Grange, 1a Spencer Road
Canford Cliffs, Poole, Dorset, BH13 7ET



“Everybody needs a coach, a coach really, really helps” ”

- Eric Schmidt CEO of Google speaking about his experience of having a business coach.

Who is ActionCOACH?

- ✓ We are the world's number 1 business coaching firm
- ✓ We have successfully been coaching businesses for over 25 years
- ✓ We have over 1,000 offices in 50+ countries
- ✓ We coach over 10,000 business owners every single week

How does it work?

Whether you want to build your business, create a more dynamic team, or systemise your business so that you can be confident it can run effectively without you necessarily needing to be there, coaching will help you achieve your goals. **Having a coach means you:**

- ✓ Have someone experienced to brainstorm with as a fellow business owner; somebody who understands the psychological challenges you face as a business owner.
- ✓ Work with someone who isn't blinded by the industry norms and can give a true outside perspective.
- ✓ Remain accountable to a pro-active mentor who will make sure you work 'on' the business not just 'in' it.
- ✓ Have access to practical knowledge that your coach has, in relation to the development of strategies to improve all areas of your business.
- ✓ Have the benefit of using the ActionCOACH systems that have been developed over 22 years through dealing with businesses all around the world. In addition your coach also has access to the knowledge and experience of every other coach in the 1,000 offices worldwide to call upon.
- ✓ Have someone who will keep you motivated to achieve whatever it is you want to achieve with your business.

What do you get from it?

By utilising ActionCOACH's proprietary sales, marketing and business management systems, I will not only show you how to increase your business revenues and profits, often quite dramatically, but also how to develop your business so that you, as the owner can ultimately work less and achieve more. **As your coach I will help you:**

- ✓ Increase your turnover, margin and profits
- ✓ Turn marketing into an investment rather than an expense
- ✓ Recruit, motivate and retain a winning team of employees
- ✓ Put systems in place that provide consistent results
- ✓ Find more time for family, friends and other interests
- ✓ Ultimately have a business that can run without you