

Biography



STEVE POTTS MIOC is a progressive experienced Coach and Business Advisor, committed to utilising his experience of managing rapid growth and innovation to assist other businesses and organisations to maximise their potential. The coach has over thirty years experience, sixteen as a Board Director for a manufacturer accountable for managing resellers, direct sales and major accounts. He has an enviable record of delivering profitable growth year on year, managing innovation, sales strategy, integrated marketing campaigns, service delivery and service assurance teams.

He has held senior positions in several international companies including Cable & Wireless where he was accountable for building from scratch a sales team to sell managed services to a wide range of market sectors. International experience includes managing the deployment of a range of managed services across Europe for both COLT & VIA Networks a global internet service provider.

Current

He has, as a Business Advisor and a High Growth Coach delivered consistently significant results, providing mentoring and coaching to a wide range of business owners and management teams. He has also managed post acquisition integration for FTSE 250 companies. Steve is an experienced Interim Manager, with strong leadership and motivational skills. An effective recruiter and team builder with a mature network of professional contacts. As a high growth coach he has helped many ambitious companies to achieve 20% growth year on year. He specialises in helping business owners to overcome the known barriers to growth, Strategy, Sales, People and Financial management.

What he does *Helps clients to Increase sales, reduce operating costs and mitigates risk.*

Why he is different

Steve listens carefully to a clients needs, provides advice and guidance in plain English and is committed to helping his clients to develop simple, practical and effective solutions to meet their requirements and needs.

Professional Affiliations

- Registered and Approved Growth Coach for Growth Accelerator
- Approved consultant for the Manufacturing Advisory Service (MAS)
- Member of the Institute of Directors (IoD)
- Member of the Institute of Consulting (IoC)

Business Growth Service [Growth Accelerator] Clients

2015 Richard Smith Director Basic IT “Steve encouraged and supported us to make hard decisions in a timely manner and challenged us to consider how we might do things even better. He also helped us validate what, and why and provide a framework of challenge to help us further develop.”

2015 Steve Cooke, MD, Hardwick Group “Steve has been amazing. He doesn't tell you what to do, he enables you to talk, decide and take action together as a team. He's also introduced me to other local business owners and we talk about our common problems – which would have been totally alien to me before but which has been really helpful. “

2014 Roger Churchill, MD, Lohmann Technologies (UK) Ltd ‘Exactly what we were looking for, someone prepared to listen and guide. He didn't tell us what to do, it was all about developing us.’ With Steve's help, Roger and the senior management team gained a greater understanding of the management structure and KPIs, as well as the shared vision and coordination, their growth aspirations demanded and created a detailed action plan covering every aspect of the business.

2014 Robin Young, Director, Applied Materials Technology Ltd ‘Our work with Steve has enabled us to work with our client companies in a way that simply would not have been possible before and to engage with new activities that have broadened our base of operations and will provide much-needed resilience and a reduced dependency on one or two key customers,’ says Robin. ‘It has also allowed us to become more investment ready and consider talking to investors about spinning out activities from some of our projects.’

2014 Mike Cockfield, MD, Keystone Software “Steve Potts has definitely helped with our closing process. We close more deals. He has also helped with the process side of things. We have become more efficient, so there are savings there as well. He has definitely made an impression commercially and is helping us in taking the business forward.”

2013 Jeremy Snape Founder Sporting Edge “Steve's experience and understanding of the mind-set and language of sales has been a great source of learning”

2013 Glenn Slater, Business Development Director Robert Woodhead Ltd ‘Our Growth Coach, Steve Potts, helped us recognise that the growth we had achieved could only ever be accelerated if we created a common vision and focused on our strengths in a wholehearted and strategic way, with his guidance we worked on improving processes and developing structures to get the results we needed in three key areas: building the brand and competitive advantage, creating an engaged workforce and supply chain and growing in existing markets.

2013 Tim Bennett MD of Datatank Limited, market-leading experts in providing intelligent data solutions to local government. “One of the best business decisions we have made was to engage the Growth Accelerator Service and be introduced to our Growth Coach Steve Potts”

2012 Edward Mellors MD of Blue Planet Buildings UK Limited, innovative sustainable energy company “Steve's involvement with our company has been instrumental in helping us turn a positive corner. The work he has produced has been very professional, and without realising it previously, it was something that we were missing. His help in firstly understanding the market, and then learning to pitch correctly to their needs, has been hugely beneficial, and I would have no hesitation recommending him to others.”

Pre - Growth Accelerator Clients

2011 John Banbury Chairman of the Banbury Innovations £12m turnover Construction Group

"Steve is a very professional and conscientious person. He delivered good results, on time and to budget and I would recommend him to anyone else considering using his skills and experience."

2010 Arthur Stoller Search Engine Marketer

"Steve has added greatly to my company's sales technique. Having suggestions from him based on his experience has given us a great boost and I would greatly recommend him to others needing an improvement in their sales techniques." Top qualities: Personable, Expert, Good Value

2010 Richard Banks Solutions Manager Pearson Group FTSE 150

"Steve is a highly personable and conscientious person to work with, and he left a good impression with everyone he came into contact with. He delivered good results, on time and to budget and I would recommend him to anyone else considering using his skills and abilities." Top Qualities: Personable, High Integrity, Creative

2009 Joan Smalley Assistant Head and project leader said:-

The evaluation of our project was carried out efficiently, on time and on budget. Steve was extremely thorough and professional in his approach to the evaluation ensuring that we had complied with all requirements of the funder.

2009 Nick Callaghan MD As the Managing Director of Opal Solutions a FT250 subsidiary,

I recruited Steve to offer a range of programs including skill set audits, planning and implementing the merger of operations departments, mentoring and development of new middle management appointments. Steve was an excellent resource as he drove projects forward to exacting deadlines, dismantling objections constructively and ensuring dialogue with all stakeholders. I would have no hesitation in recommending or using Steve in the future, having worked with him both personally and as a peer on a previous project.

2008 Andy Hedges Chief Operating Officer, Telstra Europe 2002-2007 Responsible for Product Management & Development, Marketing, Commercial Management

"Steve Potts provided interim senior management support for Telstra Europe over an extended period. He had to map disparate systems, processes and teams to decide the most appropriate way for Telstra to manage its product range from "order to cash". This involved liaising with senior managers and working level operators across all disciplines. The role included going live with new products using the new process as well as deleting old products. He is an extremely capable manager; capable of communicating at all levels. He gets the job done, on time and within budget. I would not hesitate to recommend him".

2007 The Sales & Marketing Director of COLT Managed Services FTSE 250 said:-

"A previous team within the organisation had launched a managed service with limited and patchy results, so enthusing our colleagues across Europe and convincing them to invest time repeating this process to launch a new capability based on the latest technology was a real challenge. Steve's experience of launching a similar service across European geographies proved invaluable, shortening timescales to launch by leveraging that experience, avoiding the pitfalls of the previous launch, this really helped us to build credibility with our colleagues across Europe".