

## BIOGRAPHY



**STEVE POTTS** is a progressive experienced Growth Coach and Business Advisor, he is 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, twenty years 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 product innovation, sales strategy, integrated marketing campaigns, including e-commerce and social media. 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 and e-commerce solutions across Europe for both the COLT Group & VIA Networks a global internet service provider.

Steve is an accomplished public speaker and thought leader, having spoken on various subjects at events held by large international companies to audiences large and small in :- Amsterdam, Barcelona, Dublin, Dusseldorf, Las Vegas, London, Miami, Oslo, Paris, and Zurich.

## 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 growth year on year. He specialises in helping business owners to overcome the known barriers to growth within the four management categories of, Strategy, Sales, People and Finance.

## What he does

*Helps clients to Increase sales, reduce operating costs and mitigate risk.*

## Why he is different

Steve listens carefully to clients needs, helping them to manage changes in culture, improve staff engagement and provide advice, tools, best practice and guidance in plain English. He is committed to helping his clients to develop simple, practical and effective solutions to meet their requirements and help them achieve their vision.

## Professional Affiliations

- Qualified Adler High Growth Coach
- Registered and Approved Growth Coach for Growth Accelerator
- Approved consultant for the Manufacturing Advisory Service (MAS)
- Recognised as a Kaseya Industry Expert (IT specialist consultant)

## RECENT FEEDBACK FROM CLIENTS

### **2017 Terry Ellis, Business Owner of H22 Solutions Ltd, Web Development Specialists**

"Steve has been tremendous help with our sales process. Over the last 2 years of working with Steve, our average win value has increased 4 fold. We put this down mainly to now having a strong vision and mission, along with the definition of a strong set of values which we measure all company processes against."

### **2017 Tony Brooks , Business Owner Coach and Leadership Specialist.**

"As well as being a registered Growth Accelerator Coach myself I also put my own business through Growth Accelerator and worked with the wonderful Steve Potts ! Wherever you are on your journey spare some valuable time and resources to develop yourself as a leader and your team."

### **2017 Richard Danielson , Director Second Element**

"Steve has delivered coaching, and consultancy to me and training to our management team. Helping us to overcome the barriers to growth. He has helped us to focus on being pro-active and reviewing team performance and helped us to embed our values into all that we do. I wouldn't hesitate in recommending his services to anyone who is looking at managing growth effectively".

**2016 Malcolm Spay , Director I.C.S. Funding Services.** "Steve asks questions that you may not like but need asking. He guided, listened to and sometimes refereed discussions that we needed to have. We now have a strategic plan that all staff know and follow and we can see a path for the Company to go on to bigger and better things. Every company needs a Steve Potts."

**2016 Kate Tyler, MD Shake Social Media.** "Steve's extensive experience means he's well placed to coach and support other businesses as they grow and develop. By asking the right questions and sharing pertinent insights Steve challenged us to consider how we might make our systems more productive."

**2016 Serena Humphrey FCMA, MD of The F Word Ltd Business Finance.** "Steve really knows how to help a business increase their sales, build a sales team and manage sales people so they perform. Through his substantial commercial experience at board level he has a proven record of helping businesses achieve year on year bottom line growth. He's a great listener, and his recommendations are always simple and practical, meaning that things get done! He's always my first port of call if a client has a sales challenge."

**2015 David Woodhead, MD Robert Woodhead Ltd £45m turnover Construction Group.** "Steve has a great grasp of business and what to focus on. Particularly strong in the sales arena. Steve brings a clear insight from many years work in the corporate environment."

**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. "

## MORE FEEDBACK FROM CLIENTS

**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. 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, 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, 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."

**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".

**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."



## MORE FEEDBACK FROM CLIENTS

**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.** "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.** "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."