

## Jim Gibbons Profile

I set up Strategic Growth Solutions in 2014. Based in Cheshire, my company possesses a wealth of experience, knowledge and history of business success in delivering specialist consultancy support to ambitious SMEs.

My professional style and delivery of the support I can offer is dealing with things sensibly and realistically in a way that is focused on practical intervention whilst giving some consideration to the theory. In most cases, business consultants will map out what obstacles and barriers are holding you back, charge you for it and leave it at that. I am different. I get my sleeves rolled up and make sure that the business objectives are executed and rolled out. My approach is open and honest.

I have 40 years commercial and professional experience. Although I am running my second business, I have previously run a company on a larger scale for almost 20 years. From an owner perspective, I have the bruises as well as the trophies of business life, so I speak from a very wide bandwidth of business experience.

I have supported companies in directing strategy towards the profitable growth and operation of the business whilst developing strategic operating plans that add value and reflect the longer-term objectives and priorities established by the board and senior personnel. I have delivered projects in the food, chemical, manufacturing, professional services, media, digital, creative, transport and logistics sectors.

My strategic approach assists the companies I have worked with in being tactical with sales plans, profit targets and developing relationships with clients. My support also extends to helping senior managers in creating the right vision in identifying and reporting on business opportunities through effective sales channels in target markets whilst maximizing new business development openings and overseeing sales teams. This can often have a positive outcome in de-risking the business by creating more balance with the revenue stream across the customer base.

I work at board level supporting directors to lead from the front and create confidence in providing increased effectiveness in their central role as the link between strategic direction, change and operations. The outcome being to influence strategic change and planning, not take it on directly.

From a leadership & management perspective, I have provided training to senior and middle management, helping them with the transformation from individual contributor to manager/leader. I have supported individuals in developing a leadership and management style coupled with a leadership strategy for managing high performance and developing people and their skill set.

Bringing the above into some form of value framework, there have been significant improvements in the turnover and profitability with the companies I have worked with. Managers are now more accountable and are able to convey expectations to teams and individuals with more clarity and purpose. Time is now spent on defining the goals and setting milestones for achievement. Senior personnel are now more in control of vigorous management of the outputs and attention to leading the team from the front to embrace the planned changes and manage/sustain that change so as not to fall back into old ways.

I also put in place a series of evaluation processes. This creates discipline for regular measurement of my proposed support with predetermined review sessions. Individuals are committed to actions to embed the practical delivery of the support and evaluation/feedback sessions are conducted.

I bring a unique mix of expertise and experience and this is where the real difference lies as I have been there and done it – and I have the bruises and trophies to show. This qualifies me to extend my delivery beyond consultancy and provide coaching on a personal individual basis as well as supporting businesses in the SME/corporate landscape.

### **Coaching style**

My style of coaching, is initially focused on vision, values, beliefs and perspective and how these individual qualities fit in and around ones individual objectives and ambitions. As a professional coach, it is my responsibility to create trust with a client and deliver support to take them through some difficult milestones and changes necessary with greater confidence and courage.

Taking people through a series of components of my workshop delivery, will help broaden their range of beliefs and expectations in themselves and others and add value in creating structure and cooperation. Developing a fresh perspective can often unlock inner obstacles in a person and in this context, I use a range of very effective tools to help you develop. Some of these include:

- > Mindset coaching
- > Myers Briggs Type Indicators, MBTI
- > Emotional Intelligence
- > Transformational coaching

### **Mindset**

From a mindset perspective, I help people understand their internal reasoning and why we do the things we do. Limiting one's beliefs will only ever lead to limiting one's outcomes so, focusing on behaviour and how you feel, is crucial in gaining perspective. Moving outside one's habitual thinking style, helps achieve a more rounded view of a situation.

## **MBTI**

The MBTI approach focuses on our personality and the aspect of ourselves which describes how we respond to the world around us. It's based around preferences and not right or wrong.

## **Emotional Intelligence**

The emotional intelligence sessions help you to focus on the capacity to be aware of, control, and express your emotions whilst handling interpersonal relationships wisely and empathetically.

## **Transformational Coaching**

Transformational coaching is another area that I help you with. It is transformational in nature because it focuses on the states of being, not doing, that generate actions, which either move us closer to our desired outcomes or further away. It also separates us from the interpretations we have about life in general and about the specific outcomes that are desired.

## **Individual Benefits**

As well as being more competent, individuals will have a greater sense of value and empowerment. Levels of initiative and ownership of responsibilities will undoubtedly come from this intervention and create real self-trust and belief. It will increase individual capacity having unlocked inner obstacles in people and create a wider perspective of achievement. This will have a very positive effect on a person's social, domestic and professional relationships

## **Impact on a Business**

The most valuable asset a business has is its people. Once an individual realises that what they do has a robust impact on the company's growth, this creates a cohesive team of people all running in the right direction. The development of the business will then benefit from people within the organisation maximising their potential within a galvanized company framework and a robust operational function.

**Jim Gibbons**

**MInstLM FPC (dip), Director**

**STRATEGIC GROWTH SOLUTIONS LTD**