



## Case Study

### Outline...

**Description:** Leading Specialists In The Supply Of Moulds, Plant, Supplies And Accessories For The Precast (Concrete) Industry

**Year Company Established:** 1991

**Main Issue:** In A Rut In Terms Of Performance

**Result:** Since Lifestyle Architecture™ Engaged With Robert And His Business Team, Turnover Has Risen From £1.8m To £7.4m And Profit Has Soared From £25,000 To Over £700,000 (An Increase Of 2,800%)

### Background...

Armcon was started by its founder Robert Armstrong in 1991 when he opened a small concrete equipment supply business in the North West of England.

Ten years on and Robert had hit a glass ceiling in terms of what the business could achieve, with sales of £1.8m and profits of £25,000. Robert knew (although he didn't know what) there was something missing.

“At the time we were in a rut. I had been running the business for 10 years but we had hit a brick wall in terms of increasing our sales figures.”

After attending a Junior Chamber Of Commerce seminar in London where Robert heard Tony Wilson (CEO of Lifestyle Architecture™) speak about motivation and dealing with the 'lows' that life throws at us, Robert approached Tony about engaging with his company and his sales team.



## What Happened Next...

A Future Performance™ partner initially worked with Robert on a 1:1 basis. They worked together on Phase 1 and Phase 2 of the Future Performance™ programme via 1:1 sessions. During these sessions Robert's Future Performance™ partner helped him get clear on his goals. Robert discovered that this was an area where he realised that he had very little clarity.

By the time the Future Performance™ partner and Robert had completed Phase 1 Robert had a crystal clear vision of his 'Big Picture' and the goals required to attain it.

This gave Robert an amazing sense of direction.

**“The sense of mission I got from the 1:1 sessions with my Future Performance™ partner was truly uplifting.”**

From here Robert asked Lifestyle Architecture™ to work with his sales team with the aim to give them the same sense of purpose and mission that Robert himself had gained.

The Future Performance™ partner worked with each member of the sales team in helping them find the reason 'why' they were doing their respective jobs in the first place. He also mentored them in keeping to a successful tactical approach to their sales activities that fulfilled Roberts's strategy.

**“When I first asked Lifestyle Architecture™ to work with us it was a business thing. That soon developed into something much more impactful.”**

During this time Robert realised that although he had engaged Lifestyle Architecture™ to help in developing the business, much of getting out of the rut had come about from the personal development that he and his people had gone through.



**“Our Future Performance™ partner hit our belief and changed it.”**

### Key Highlights...

- Focus and drive ‘wake up call’ gave the business that missing ingredient
- Hit belief and changed it
- Helped people declare their own goals even if they were not in line with the business
- Made staff not afraid of what they wanted in and outside of the workplace
- Building the business for better profit became a strong focus
- Customer database was cleaned, resulting in working with the customers that made the business the best return from time spent
- The sales process was reworked and mentored through to full installation

### Comments...

Since first working with Lifestyle Architecture™, Robert’s life has changed out of all recognition. On a personal level Robert is now able to spend more time with his family now, than ever before.

On a business level Robert has shattered the glass ceiling and continues to grow the business. When the Future Performance™ partner began working with Robert the turnover was £1.8m with £25,000 profit along with 13 staff. There are now 44 people in the business and turnover and profit have soared to £7.4m and £700,000 respectively. Armcon have also just moved into brand new premises.