

Case Studies: Alcorn's Custom Woodworking



Before you joined ActionCOACH, what were the top three problems you were dealing with?

No systems established

Our success depended on Richie being at the shop

Struggling for 18 years to expand revenue & profit so we can acquire new equipment

How did you feel about your business?

Well, I had a 'health scare.' Had a heart attack and flatlined for 12 minutes at the hospital. By God's grace, they were able to bring me back. This made me face the reality that my wife and daughter would have no idea how to operate the business if I was gone. That prompted my reach out to ActionCOACH to get the business in shape.

If you had chosen not to join ActionCOACH and make changes, where would you be?

The business would not be in a position for our daughter Sarah to take it over. We would also still be frustrated with our limited financial position.

What are 3 things from work with your Coach that have made a really big difference?

- Learning how to create a list of systems needed, and how to create them and hold them accountable.
- Understanding our numbers for the first time.
- We promoted and trained a manager for the business, and he runs operations for us.

Update 1 year in...

Richie was spending 55-60 hours a week in the business. Now he's there 15-20 hours | In only a year we've broken \$1m revenue for the first time | Profit is 2x | We were able to purchase a \$175k piece of equipment to massively improve efficiency | Our family can take vacation and entrust the business's operations are strong

How are things different now for you?

Our daughter Sarah wants to take over the family business. Now we've got the business positioned so that she will inherit an actual business...not just self employment. And Richie gets to go fishing any time he wants.

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GET RESULTS

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