

Suzanne Laidlaw

BUSINESS COACHING

Transforming a Business

The journey
from burn out to
significant growth
and balance.



SHEQ Management

Established 2015, SHEQ Management is a boutique consulting firm, specialising in safety, environment and quality management systems.

They help clients achieve tangible improvements in compliance, cost control, product quality and safety standards.



*Working with
Suzanne allowed
Carmen to become
a successful leader,
guiding her business
into its best year yet.*

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Challenge

During the Covid pandemic, SHEQ Management lost almost 60% of their clients, which prompted Carmen to seek a business coach, with the aim of building resilience.

She needed help to establish systems as well as develop strategies, future goals and be able to provide a stable work environment for the team.

Solution

In 2021, Carmen chose Suzanne Laidlaw because she admired her achievements and could see she ‘walked the walk’.

"I really liked the fact that she’s a high achiever and seeks a work life balance, because I was burning myself out, without having an end goal in mind or clear direction."

Suzanne helped Carmen set and stretch goals for her business, which initially felt unattainable, but with ongoing support, Carmen began to see rewarding progress towards them, that turned into achievement, often exceeding expectations.

Carmen was able to identify the type of business she wanted to create, how to identify the ideal customers, focus on core products and services and work towards the better personal work life balance she was missing.



Benefits

"I love the fact that I now have a roadmap. What I’ve gained is a clear action plan and strategies I was not aware of before, and most importantly, I have accountability. Every month I know Suzanne will be there to celebrate my wins, or give me a pep up, and be my sounding board."

This guidance has taken SHEQ Management into its best year yet.

With a clear, documented plan, Carmen and her team now have drive and direction; they know where they’re going, what needs to be done and when. With everyone on the same page, Carmen no longer feels the need to micromanage or stressed, and is freed to work on the business rather than being needed in it.

Results



50% Increase in Revenue this Year

With new confidence, tools, lead generation and customer retention strategies.



Staff Productivity Improvement

With clear, key roles and responsibilities, staff have ownership over their contributions.



Customer Feedback Survey

Helped define the customer experience and assure them of Sheq Management's value.



Staff DISC Profiling

Deep insight into how to complement one another and work together productively.



Pricing Restructure

A review resulted in a 20% increase in costs, which was well received by clients.



Entrepreneurs Movement

Monthly meetings help Carmen reflect with peers and remain accountable.

Inspiration

Carmen and her team now have ongoing, 90-day action plans with key due dates, so workloads are manageable, individuals are accountable and spot fires are not flaring up at the same time, allowing space for forward planning.

Looking ahead, SHEQ Management has identified strategic niche areas within their fields of expertise on which to focus in a customer centric way and are working on streamlining their delivery.

"Working with Suzanne has reduced stress, provided me more time, and made me step up as a business leader in how I interact with my team, holding them accountable, but also giving them leeway to work and take ownership of their contributions.

I've now got peace of mind and pressure taken off me. I have the flexibility to be there for my family and the confidence to switch off, which is balanced by greater efficiency."

Suzanne is very nurturing as well as being someone who holds you to account, with knowledge of the strategies and the guidance to help you implement them.