

## Robert Woodhead Ltd

“ It’s incredibly useful to get insights from other industries that put you ahead of the game in yours ”



**David Woodhead**  
Managing Director  
Robert Woodhead



Highfield House, a sustainable building project for Nottingham University, is one of four undertaken recently for this new client which have made a major contribution to the company’s growth



### From firm foundations to high-rise results

GrowthAccelerator has helped Robert Woodhead capitalise on its ‘best value’ approach to buck the trend in the building industry and accelerate turnover growth to 50%.

“ Our Growth Coach is an experienced facilitator with hands-on high growth experience who has helped us become more disciplined, ambitious and true to our values ”

**Glenn Slater, Business Development Director**

‘Having grown in an ad hoc way, and also experienced retraction, our challenge was to make growth more sustainable,’ explains Managing Director David Woodhead. ‘We had already sought external help and developed a new strategy based on a cultural shift away from a ‘lowest price wins’ to a ‘best value wins’ philosophy. We were then ready to engage the whole company in defining our shared values and implementing our strategy to achieve faster, higher and more consistent growth.’

#### **Building on success**

Family-owned construction company Robert Woodhead had been successfully working through tough market conditions. With confidence restored by the early impact of its ‘best value’ approach it had targeted 20% annual growth. But it knew that maintaining this level of expansion year on year against a backdrop of continued lack of growth in the industry demanded more. It had to improve key areas of the business, including forward planning, if it was to realise its renewed ambitions.

“ GrowthAccelerator allowed the management team to stand back from the day to day workload and look at its challenges in detail to develop a plan for the next few years – and set a goal for further growth ”

**Steve Potts**  
Growth Coach

#### From strength to strength

‘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,’ says Glenn Slater, Business Development Director. ‘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. GrowthAccelerator has really helped the Senior Management Team spend more time on the business and less time in it, with some fantastic results.’

#### Immediate impact

GrowthAccelerator has helped Robert Woodhead to:

- Accelerate turnover growth to 50% - 30% above target
- Transform and strengthen its management team structure
- Increase its workforce from 51 in 2011 to 69 in 2012
- Connect personal development plans with the company’s strategic objectives
- Look further ahead to achieve more controlled future growth
- Realise it hadn’t maximised the potential of existing markets
- Improve recruitment and training so it can ‘grow’ employees for senior roles.

#### It’s all adding up

The bottom-line benefits of these activities is already evident. Turnover at the company rose from £11.5m in the year ending October 2011 to £18.5m by October 2012. It also secured £10m of new orders in the second half of 2012 alone and this, added to a continuous flow of responsive and planned maintenance work, has given the company a very strong platform for future growth in 2013 and beyond.



Two major projects that are helping to bring the historic Lincoln Castle site to life – Lincoln Castle Walls and the Heritage Skills Centre – have made a big contribution to the company’s recent growth

“ Having someone from outside reflect back what we are saying and doing helped us become more organised and focused as we developed a five-year plan to capitalise on our ‘best value’ approach and realise our ambition of sustainable growth ”

**David Woodhead,**  
Managing Director