



Company NameRichard Greenly Photography

LocationBerkshire

ServicesPhotography

Websitewww.richardgreenlyphoto.co.uk

“The relationship with Ian has worked because he combines good business knowledge and contacts, plus he has a personable style, is logical, cuts through the waffle, and turns our conversations into actions. In short I value both what he provides and the way he does it.”

Background

Richard Greenly Photography is a well-established photographic business that has a long-standing reputation for excellent results and high standards of client service. The ownership and management of the business has now passed to Tom Greenly, Richard’s son, and the service range includes event and portrait photography, digital restoration and copying, bespoke framing and a mail order business.

The story so far

Tom: “Running the day-to-day operations and developing a future strategy required external support. I tried a ‘business coach’ but needed someone who could bring more advice and ideas to the business. Ian Parker at Henchards was recommended to me by a friend who had used Ian for his own company.”

The work together was arranged into four areas of focus:

- to understand Tom’s aspirations for the business i.e. what did he want for himself and his family and how was the business going to deliver that for him.
- to get a better understanding of how the business was performing and how each of the four service areas were contributing to the overall success of the company.
- to create the platform for future growth.
- to support Tom in managing the competing demands on his time.

“With Ian’s input and support we created the new management structure and recruited into these key roles. In parallel we identified the improvements we needed to make in the financial controls and reporting of the business so that I can more easily see how each service area is performing.

“The final part of the strategy was to improve the capabilities and potential of each service area so that they are fit for the accelerated growth we plan to undertake.”

At this point, part-way through the relationship, the fundamentals are on their way to being in place and the next step will be to detail the three to five year growth plan. An element of that plan will be working with Tom on his role to achieve the best balance of business development, strategic planning and his first-love: working with his camera.