

cover story

From stressed and unfulfilled to the best of the best

DELICIOUSLY SORTED IBIZA WAS NAMED BEST OVERALL BUSINESS AT THE 2015 BUSINESS EXCELLENCE FORUM & AWARDS, BUT MAKING MONEY REVEALS THE OWNER'S STORY HASN'T ALWAYS BEEN PLAIN SAILING AND THE 'SILENT PARTNER' WHO TURNED FORTUNES AROUND

The Business Excellence Awards honour the 'best of the best' results in small and medium-sized businesses from around the world and showcase exceptional results for business owners and their companies.

Andrew Strauss, the new England director of cricket, and Brad Sugars, founder of ActionCOACH, the world's number one business coaching firm, presented the awards.

THE CHALLENGE

Serial entrepreneur Serena Cook founded the luxury concierge and events company Deliciously Sorted in 2001. Despite being the market leader and having a client list to die for - Mick Jagger and Naomi Campbell, to name just two - Serena admitted she felt frustrated and trapped. She was constantly sucked into day-to-day client operations and chronically overworked. Her long working hours and repetitive nature of the business left Serena feeling stressed and unfulfilled.

THE TRANSFORMATION

She explains: "Since becoming a client of ActionCOACH's Parag Prasad in 2012, I've succeeded in transforming my business, so that it now runs largely without me. In my first two years of coaching, our profits grew by 54 per cent, while at the same time dramatically reducing my working hours and stress levels.

"It's been great. My hours and stress levels have reduced and more time is devoted to the key tasks that really matter.

"I've learnt so much. I feel much more entrepreneurial and focused on developing my team, so they continue to perform to an even higher standard. They are incredibly excited about our transformation through coaching and our future direction. This award is a tribute to their tremendous commitment to delight the most demanding customers on the planet."

Serena has been able to significantly reduce her hours to 10 hours per week on average and use her time on other projects, including founding the Ibiza Preservation Fund, which has raised more than €400,000 for charity, and running the Ibiza Says No (to oil drilling) campaign, which generated coverage and awareness in The Sunday Times. She is also now building her own property investment portfolio to become independently wealthy of her business.

RECOGNITION

The 2015 Business Excellence Forum & Awards are sponsored by ActionCOACH, the world's number one business coaching firm, Westminster Wealth, Westwood Trustees, Afinitis and NatWest. The events



are part of ActionCOACH's ongoing commitment to innovation, business excellence and business re-education for owners and teams who operate and work in small and medium-sized businesses.

In addition to the awards ceremony, the Business Excellence Forum featured seminars by six top speakers in the world of business and personal development: Andrew Strauss OBE, entrepreneur John Davy, Dr Mark Bawden, hypnotherapist Marisa Peer, Speakers Hall of Famer Dr Tony Alessandra and ActionCOACH founder Brad Sugars. **MM**

FOR MORE INFORMATION

■ To find out more about the Business Excellence Forum & Awards, visit www.actioncoachevents.com.

To learn more about ActionCOACH, visit www.actioncoachGB.com and www.actioncoach-franchise.co.uk.

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