

# Case Study

## WFO Group Ltd

### *The Company*

A privately owned group of SME Companies based in Rotherham with a sub million turnover. The group comprises of a Print business, a Training business and a Leisure business. A strategic common thread linked the group which was led by an entrepreneurial second generation owner. Despite market woes, the print business held its own with niche small run rapid delivery services. The Entrepreneur recognised that to grow the profits and customer base of the group that the management team which comprised of the three divisional leaders would need to take the reins.

### *The Challenges*

The businesses were all cyclic in their performance and although supported one another in cash flow terms, had flattened in sales turnover terms. Additionally the major customers in Training Company were the national Police force who were changing their direction and stated needs. WFO were running to keep up with their major clients, but were also behest to their changes. The management was hitherto informal which had worked well in the SME environment, but the need to formalise the planning, devolve the responsibility and to grow the revenue called for positive action. The CEO selected Team Action Management. Key problems the company faced were:

- Management team was informal and untrained in business
- The CEO devised and then completed most of the development work
- Cash flow under pressure periodically
- Lack of a clear strategic direction which had been historically linked to customer needs only
- No formal planning processes in place
- Managers felt they couldn't take the lead without constant referral to CEO

### *Team Action Management's Objectives*

- Establish a confident management team by up-skilling them
- Allow the team to develop within the divisions and to suggest actions
- Allow the CEO to strategically develop the division

### *The Results*

- The Management team was trained in business practices
- A series of rapid development projects were agreed and completed
- Sales turnover increased at higher margins
- Management team grabbed the opportunity and engaged within the business
- An air of collective responsibility was formed, supporting the CEO

## TAM<sup>UK</sup>

TAM is an advanced Change and Leadership Advisory business, focusing on mid-sized companies and larger Public Sector organisations.

We have a strong track record built over 40 years, underpinned by our focus on developing long term relationships with clients, a reputation for integrity, and offering an independent programme that is knowledge transferred to your Senior Management team upon the Instructions of your Board or CEO.

These core principles help us to sustain effective business relationships with our clients and are consistent with our aim - to be the Change Advisors of choice in our specialist sectors.

Our focus is on providing a clear development path for our clients to enable them to outperform in their markets. Our Specialist Advisors are experts in their chosen sectors and work closely with our Clients to help them deliver their strategic goals.

## The Benefits

Guaranteed facilitated change

Strategically align and optimise your organisation

Create a cultural platform for efficient and effective change

- Develop effective leadership
- Cut costs before jobs
- Improve productivity
- Maximise employee inclusion
- To deliver the change to a financial outcome

Leading **Organisational** Change

# TAM<sup>UK</sup>

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## Results

*"WFO are almost a family business in terms of our size and Customer base. This does not detract from our ethos of Customer care and professional business practice. TAM was delivered as a series of workshops which opened discussions, formed the Management team, and faced them with a series of questions hitherto unaddressed. The team under guidance from the TAM trainer, were allowed to develop ideas, plan and test in an offline environment which gave them a high degree of confidence. Back in the workplace, this was quickly translated in to professional supportive actions within each division. Delighted with the outcome. TAM has returned both savings and additional revenue brought about by new idea exploitation equal to many times its cost in a very short time."*

**Andrew Frith – Group CEO**