

# The Opportunity is Now

## Shirlaws International Conference 2009

### Client Review



Sometimes in life you just need a bit of a push and that's exactly what happened to me in early February 2009. I received a call from Shirlaws business coach John Rosling promoting a two day conference later that month hosted by Shirlaws founder Darren Shirlaw. I generally enjoy seminars but the two enemies are "time away from the business" and "cost," both of which need to be handled with care, even more so in these troubled times but John convinced me and I am so glad he did. Off I went to the prestigious Grove hotel in Hertfordshire.

The first smile on my face came when Darren explained that a recession is just part of the business process, there have been many previously and there will be many more to come. He explained that a recession is an opportunity to "cleanse" the business of any waste and focus on what drives energy and profit. Opportunities present themselves that never would have in the good times; in our case we have just completed our second acquisition in six months of a fledgling window and conservatory business at an extremely low price. Darren went on to talk about "Paradigm Shifts" that can have a profound effect on a business. This rekindled an idea of mine that had been bubbling away under the surface for some time which, if successful could increase our productivity by around 40% and improve profits to an industry all time high. The idea involves "repackaging" our product and service offering in a way which would be an industry first.

After leaving the conference I started sharing my idea with the rest of the team who are on board with it and the wheels are in motion. God knows how long this idea would have been kept under the surface had I not attended the conference.

Another commitment that was made during the conference was an agreement for a once a week meeting with a key colleague. This meeting has only one rule, we can only discuss strategy "the black stuff." Could this Shirlaws conference be the start of something big?

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