



Case Study

Lee Roper

A1 Stretch Limos



“We are extremely confident that we are now in a strong position for the future growth of the company. This would not have been possible without Terry Lait coming to us as a result of our application to TCHC for the funded Leadership and Management programme.”

Lee Roper, Director
A1 Stretch Limos

Project: Leadership & Management

Business Sector: Transport

Location: Hertfordshire

A1 Stretch Limo Hire is the longest established limousine hire company in the UK. They specialise in Limo hire from their Hertfordshire limo depot. The Limos are all accompanied by a smartly attired professional chauffeur.

In the latter part of 2010 the company decided to approach an independent business coach who could provide their directors with the necessary coaching and training skills to enable them to take the company forward and grow their business.

In particular they were interested in executive coaching to help their directors become more effective in the following areas: Business and strategic planning, leadership and management, sales team management, coaching in the work place, people development, Performance management, Marketing and Sales

“Terry Lait (a Fellow of the Institute of Leadership and Management) was highly recommended to us because of his outstanding track record of achievement in business development over the last 30 years working in senior positions with some of the large corporations including Prudential and Lloyds TSB”, said A1 Director Lee Roper

Lee added, “We were so impressed with Terry’s business acumen and professionalism that immediately after the three day Leadership and Management programme had finished, we decided to use his services to carry out an analysis of our business and provide us with a report with the recommendations needed to maximise the long term growth prospects of our company. “

“Following Terry’s report, we employed his services one day a week over a 10 week period to implement his recommendations. During this period, Terry made a significant difference to our business and the directors decided to retain his services throughout 2011 to restructure our sales and marketing operation with the aim of taking our company to the next level.”

“We are now half way through the year and I am delighted to report that we have had six record sales months in a row and revenue has increased by 15% over the same period in 2010. We are extremely confident that we are now in a strong position for the future growth of the company. This would not have been possible without Terry Lait coming to us as a result of our application to TCHC for the funded Leadership and Management programme. “



Leadership and Management is a programme supported by the European Social Fund and Train to Gain.