

ENTERPRISINGYOU SWEEPS IN TO HELP BUSINESS REACH NEW HEIGHTS.



David Sudworth, Director of Mr Soot, joined the EnterprisingYou business growth programme in March 2020. David is the director and owner of a Chimney Sweeping business and worked with business coach, Adam Butler, over a period of 6-months. David's aim of the programme was to look for support in ways to grow his business.

As part of the EnterprisingYou programme, David accessed training and personal development with a view to refreshing some of his marketing skills. David was also matched with a business mentor, who supported him in growing his business.

David felt that he benefited most from the support offered by the business coach, and he gained a lot from the conversations discussing ideas how he could grow his business. He welcomed that the business coach had real life business experience and was relatable to David's business. Offering a professional and reliable service and putting the customer at the heart of everything he does, David wants to differentiate himself from his competitors. He also offers advice around the environmental considerations of using a stove and fire, where he dispels some of the myths around these.

Since joining the programme, David's business has really taken off and he has expanded his business to include the recruitment of 2 permanent staff, an online booking function and has extended his reach into other areas to include Wigan, Liverpool, Manchester and Salford.