



Winning at the BizX Awards

We are on track for profits of £2 million and are gearing up to expand.

With 34 years of experience in the aluminium casthouse technology sector, John Courtenay launched his own aluminium supplier brand, MQP Limited, in 2000. After leaving his corporate job and realising he had only his son to bounce ideas off, John needed a mentor to help him navigate the extensive world of business strategy. So, after two decades, what led to MQP's recent successes?

Background

“As a business owner, it's easy to get wrapped up in the day-to-day running of the company and lose sight of the bigger picture. This not only means you can't see what is hindering your growth, but you also can't pinpoint what steps you could be making to help your company succeed. An Action Coach is a remedy for that – they help you understand what action you need to take to help your business soar, whether this be a new business strategy or creating a new team who won't hold you back.”

MQP has been leading the way in revolutionising casthouse solutions. Having won a BizX Award for the Most Innovative Company and being on track to increase its profit to £2 million, the global brand is ever closer to becoming the world leader in advancing melt quality.

“I launched MQP with the mission to utilise my extensive experience in the aluminium industry to become the world leader in advancing melt quality, helping casthouses produce the best products possible. After working with a large corporation for 34 years, I had enough experience under my belt to launch my own company which focused on quality, not quantity. The issue was, I no longer had a team of colleagues to bounce my ideas off – I had nobody but my son to challenge my business strategy to help propel our company forward.

“We had recently completed a large transaction in which we sold 70% of our shares to a Chinese partner and, due to this monumental change in the business, I was unsure of the next step for MQP when ActionCOACH first contacted us. Our local Action Coach, Anu Khanna, called us and presented how she could support us and the business – I knew she was the perfect mentor-coach to help us reach our goals.”

John had a complimentary strategy session with Anu and, in May 2019, he invested in fortnightly one-to-one coaching sessions.

Initial improvements

“Before Anu, we were isolated as a company. Although we had access to business courses which would've given us the opportunity to meet others, we didn't have time to focus on anything else other than growing the business as much as possible. It turned out we didn't need to attend these events to find people we could connect with because we had Anu – she taught us so much about business input and strategy, was a great sounding board and helped us to stand back and look at what the issues were in our business.

“One issue we were struggling to deal with was the management of our team. We had a couple of problems with two of our staff but, as we had hired them early on, it felt as if they had become part of the MQP furniture. We were emotionally attached to them and wanted what was best for them, but Anu acted as the second eye – she challenged our decisions and helped us to realise we need all members of our team to be motivated and diligent to succeed. Anu put us in touch with an external HR consultant who really helped us through this difficult situation and, thanks to Anu's recommendation, meant we said goodbye to those staff in the best way possible.

“Anu has revolutionised mine and my son's way of thinking. Now, we are proactive in our approach and are dedicated to creating the best team. We're now working

02475 311491

anukhanna@actioncoach.com

actioncoach.co.uk/anukhanna

68 Yardley Road, Acocks Green, Birmingham B27 6LG

with a clear focus, allowing us to increase product output from 550 tonnes in 2020, to 2,000 tonnes in 2022.”

Aware of Anu’s extensive experience, John made use of her marketing abilities to completely transform his business - and his life - by learning to work smarter, not harder.



John, Anu & Richard

company in China, which we had started up in 2019, was roaring ahead – everyone else was struggling to stay afloat during the lockdowns, but we grew. By the end of 2022 we had a group profit of £1 million.

“Winning the BizX award for Most Innovative Company cemented our return to the aluminium sector – after a few years of uncertainty we now know we are on the right track. This year, we are on track for profits of £2 million and are gearing up to expand – we’ve been very successful with the middle-tier aluminium producers so now we are focusing on smaller businesses who are more open to trying our radical products which use new technology. Larger companies have been very resistant to change but, after working these last three years to get these companies on board, we are expecting these plans to come into fruition in the next 12 months. Our plan is to double the size of MQP and to triple our profits. This year, we will be recruiting a new Technical Manager and working with Anu to make our pitching in North America more effective.

“It’s not just our business Anu has transformed; she’s also made a huge impact on my personal life too. From the beginning, Anu put a strong emphasis on the fact that a ‘healthy mind’ equals a ‘healthy body’. MQP was my life, but she helped me realise this wasn’t realistic – your work-life balance can’t be 99% business, 1% home, otherwise you’ll have no home to go to. She asked me to set personal objectives alongside business ones and, since I’ve had a clearer perspective of my private and professional goals, I’ve been able to improve every aspect of my life.”

The coach perspective

“It’s a pleasure to coach John. He’s really fun to work with and I love the father-son dynamic of the business. John was happy to change his entire way of working to help his business flourish. His mindset now is so strong compared to when I first began coaching him – he has embraced change, has become more innovative with his thinking, and has made positive alterations in his marketing, always willing to invest where he needs to. I’m absolutely proud of him, and MQP’s BizX win is a testament to his success.”

“Since ActionCOACH, I’ve had a clearer perspective of my private and professional goals - I’ve been able to improve every aspect of my life.”

“Before, we were too focused on dealing with everyday problems in the business, but Anu taught us to forecast so we knew how to deal with issues when they arose. This meant we had more time to spend on other elements of the business – such as our marketing strategy.

“I’ve been in marketing since the seventies, but Anu provided us with a fresh perspective. She introduced me to Brad Sugar’s sales formula which helped us realise we weren’t fulfilling our potential – we had six or seven customers out of a possible 300 potential customers in the aluminium industry – and assisted us in elevating our marketing strategy. Today, we have increased our client portfolio from under 10 to 100.”

The results

John, who has now been coached by Anu for three years, won a BizX award in 2022.

“Our profit dropped to £800,000 in 2019 due to us parting ways with our main supplier and thus increasing the competition we faced as a business. We experienced a year and a half of really hard work, working with Anu to get our business back on track. The beginning of our comeback started during the pandemic when our new

mqpltd.com

02475 311491

anukhanna@actioncoach.com

actioncoach.co.uk/anukhanna

68 Yardley Road, Acocks Green, Birmingham B27 6LG

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