



SCOTT CHARLTON

Business Coach
Author | Consultant



WHERE ARE THEY NOW?

Steve Bakker, IT consultant

Background

Steve Bakker is the founder of New Age Solutions, a Brisbane based IT Service and Support consultancy working with professionals from accounting, legal, financial planning and physiotherapy practices. Established in 1993, New Age Solutions grew into a lucrative business, employing ten staff.

Prior to creating New Age Solutions, Steve was an employee of a large IT support franchise. At the time he met Scott Charlton, back in the early nineties, the industry was experiencing a degree of upheaval and Steve felt uncertain about the long-term security of his position.

“Scott really boosted my confidence. He convinced me I was capable of starting my own business. He was very skilled at mapping out a clear and achievable plan outlining how I could make the move from employee to employer.”

Input and Coaching

Having no prior business management experience, Steve felt a significant degree of trepidation about establishing his own IT consultancy. Those initial fears were quickly allayed, thanks to the business coaching he received from Scott Charlton. In addition to creating a clear business

plan and charting a course for its initial development phase, Scott helped Steve to come up with a compelling business name and then went on to facilitate its official registration. In addition to being Steve’s business coach, Scott was also engaged as his accountant.

“I admired Scott’s own business model. He had created a very appealing working environment, had a team of staff and was a successful, respected professional – all the things I hoped to emulate in my own business.”



Steve Bakker, founder of New Age Solutions, with Scott Charlton, Business Coach.

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Steve Bakker, founder of New Age Solutions, with Scott Charlton, Business Coach.

After consolidating Steve's business plan, Scott identified a series of targets for him to reach on a regular basis. Weekly reviews allowed the pair to track the success of the new venture; a technique Steve describes as incredibly motivating.

"Scott's tone was always congratulatory and that encouragement proved to be very helpful because being a small business owner can, at times, feel quite isolating."

Within the first 12 months of Scott's tutelage, New Age Solutions achieved its goal of 30 chargeable hours per week; surpassing original projections that those figures could take several years to achieve. Further, Scott's insistence that "what you can measure, you can manage" remains a meaningful mantra for Steve some twenty years later.

As New Age Solutions grew, Scott was also on hand to assist with staffing. He supported Steve throughout the process of recruiting, mediating, team building and training. Early on, Scott encouraged Steve and his team to develop customer

service practices that would set them apart from their competitors. Developing this client-focused environment by offering dependable, personalised service, became somewhat of a signature of New Age Solutions.

In addition to refining their service delivery, Scott encouraged New Age Solutions to expand their business to include leasing computers to clients. Opening up the business beyond just technical support had a positive impact on cash-flow as well as growing their client base.

Outcomes

Reflecting upon the trajectory of New Age Solutions reveals some impressive figures. Steve took on his first employee within the first 18 months. By year three, New Age Solutions moved into premises and employed 4 staff – a figure that grew to 10 employees by the time New Age Solutions celebrated its first decade in business. Steve directly attributes this progression to Scott's coaching.

"Scott encouraged me to think like a manager rather than a computer technician. He showed me that I had to get off the tools, delegate and devote more time to growing the business."

Fulfilment

Thanks to the success of New Age Solutions, Steve has had the financial freedom to educate his two daughters in private schools, enjoy a mid-career sabbatical and grow his private investment portfolio.

In October 2014, Steve sold New Age Solutions. The sale of his business was the culmination of two decades of hard work and careful planning to ensure he had a profitable, lucrative venture to take to market.

Post the sale of his business, Steve is now looking forward to taking a lengthy and well-earned holiday after which he is eager to embark upon another business venture, thanks to the confidence and skills he acquired through Scott Charlton's coaching.