

Client Case Study: Des Johnson

Managing Director, NLH Logistics



Programme: The Thinking Space: Growth **Engagement:** Six months, one 90-minute session a month plus WhatsApp accountability
Investment: £3,000

RESULTS AT A GLANCE

1 day

a week clawed back in productivity

£50K

a year saved through staff working more efficiently

15 hrs

a week of lost driver time recovered through stronger customer boundaries

Less

stressed, with structure he built for himself

+more

outcomes that can't be measured, alongside those that can

And those are only the outcomes that can be measured.



I thought I didn't need coaching, but once I had it it opened my eyes to the fact I definitely needed it. I wasn't managing my business; I was just running it. I needed to hand responsibility to others, but before my coaching sessions I didn't have the time to step out and see what those issues were, so there was no way I was going to sort them.

Des Johnson – Managing Director, NLH Logistics

Before Room 11

Des was running a successful business – genuinely successful, by any measure you would apply to it. He was also stretched in every direction at once: answering calls at all hours, working through holidays and cutting them short, missing family engagements, and constantly firefighting as the first point of contact for everyone, all of the time. None of that showed up in the business results – that kind of high performance is not sustainable, but it takes its toll quietly, and slowly.

The challenge

As a logistics MD, the decisions sit with Des and the responsibility doesn't switch off, with very few places to think out loud with anyone genuinely neutral. The pressures showing up in the business were:

- Time going into work that did not need his attention
- Staff working inefficiently, at a cost to the business
- Customer relationships where boundaries were not being held, with a direct operational cost



Your business results will continue to be strong, until they are not. That type of high performance is not sustainable – it takes its toll quietly, and slowly. And it does not need to.

The insight



Room 11 Coaching

07834 483 585 | anna@room11coaching.co.uk | www.room11coaching.co.uk

How the results were achieved

The solution

The Thinking Space: Growth is a private coaching engagement. Des worked with me over six months, one 90-minute session a month, with WhatsApp accountability in between to keep the thinking live rather than left until the next session.

01

Non-directive coaching

I do not offer instruction and I do not rescue. I create the conditions in which your strongest thinking emerges. Everything Des arrived at was his own, which is why it has been sustained.

02

No agenda beyond his

Some sessions were strategic, some were personal, most were both. Leadership does not happen in separate compartments, so the space does not treat it as though it does.

03

Complete confidentiality

Board-level discretion, clear contracting, no emotional stake in the outcomes. That is what makes it possible to think openly and cleanly.

Thinking translated into decisions

The value of clearer thinking shows up in what changes afterwards: how time is spent, how people are led, and what impact the short-, mid- and long-term plan brings to decisions in the business.

Room to step out and think

Regular time away from the day to day, where Des could look at the business rather than only work in it.

The impact

Des is no longer the first point of contact for everything. His people work more efficiently, his customers understand where the lines are, and his time goes where it is worth most.



"The changes in how a leader thinks, decides and shows up are harder to put a number against, and are usually the reason the countable ones happen at all.

Des is noticeably less stressed – the pressure hasn't gone away, but it's no longer landing on him in the same way. He's built structure for himself, rather than reacting to whatever arrives first, and he now has regular time away from the day to day to look at the business, rather than only work in it."

The lasting change

About The Thinking Space

The Thinking Space is a private coaching engagement for men operating at the top of their game – six months of confidential, structured, non-judgemental thinking time, from £3,000. Growth is one 90-minute session a month, plus WhatsApp accountability between sessions at whatever regularity is needed. Identity is two 90-minute sessions a month. Professional coaching, non-directive, future focused. To protect the depth and quality of the work, I intentionally work with a small number of clients at any one time.

I have around 30 years of commercial experience, including at board level. I am an EMCC-accredited coach practitioner working towards Senior Practitioner, hold an EMCC-accredited Diploma in Transformational Coaching and a PTLLS teaching qualification, and am completing a foundation degree in Organisational Transactional Analysis. I work to the EMCC Code of Ethics, with ongoing professional supervision, and am fully insured.

