

MONEY TODAY

BANK OF ENGLAND
BASE RATE

4.50% ➤

HALIFAX
MORTGAGE RATE

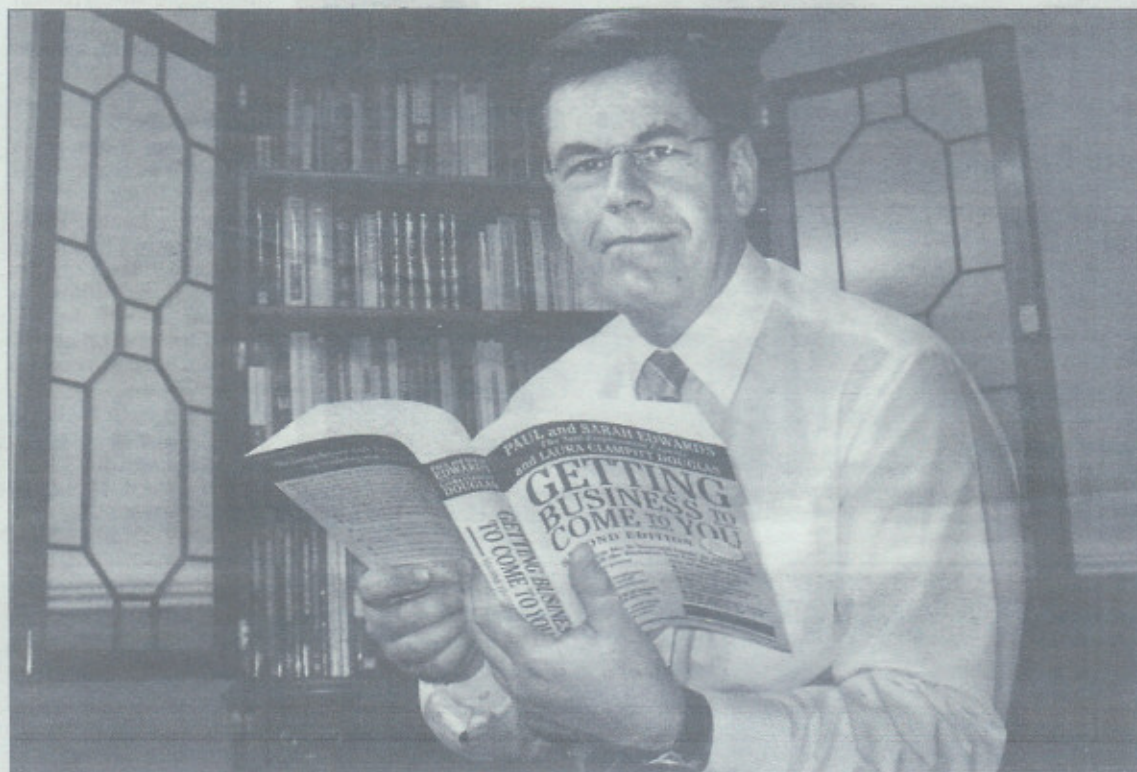
6.50% ➤

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I can show you the fun way to make a profit

■ Coach says laughter is seriously good for business



■ Gordon Mowat specialises in helping small and medium sized firms

Picture: John Young

By BARRY McDONALD

SMALL firms could boost their profits by raising a laugh.

That's the view of business coach Gordon Mowat, who believes the road to business success lies in having more fun in the workplace.

"It is vital to put the fun back into business. If people have fun at work, it makes them feel more enthusiastic and they learn more. Inevitably, that leads to a more profitable business," he said.

There is a serious message behind business coaching.

As a franchisee of Action International Business Coaching, Mr Mowat, who has more than 20 years' experience as a

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If people have fun they learn more and are enthusiastic
GORDON MOWAT

finance/corporate director, aims to improve the performance of small and medium sized firms.

His clients range from hairdressers to mortgage advisers, but he says the business principles remain the same.

"There is no business you can't work with - as long as the owners are up for change, are interested in making

a profit and growing their businesses.

"I help firms focus on what their goals are so they can move toward these goals.

"There is a difference between a business coach and a consultant.

"The consultant will come in and do a piece of work for the client and leave. A coach helps the client through the learning process, which allows the client to amass much more knowledge about the business.

"We have something like 340 different techniques to help improve turnover and profitability. By working with the client they will get to know what these are."

Operating in the UK since 2002, Action International has

provided small and medium sized firms with assistance and training through a mentoring programme covering sales and customer service; marketing and advertising; team building and recruitment; systems and business development; and finance.

There are 11 Action International coaches in Scotland.

As well as dispensing invaluable business advice, a business coach can also act as a good listener.

Mr Mowat said: "I can share the burden and loneliness of business owners. They frequently do not have people they can talk to. That is the crucial difference a coach can offer that no other person can."

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MARK

FTSE 100

Company	Pr
3i	75
Allince&Leic	81
All UniChem	77
Amvescap	85
Ang America	87
Antofagasta	84
Assoc Bri Fds	81
AstraZeneca	82
Aviva	86
BSkyB	46
BAA	80
BAE SYSTEMS	84
Barclays	88
BG	85
BHP Billiton	81
BOC	81
Boots	81
BPB	73
BP	80
Br Am Tobacco	82
British Airways	81
British Land	88
BT Group	81
Cable & Wire	81
Carbury	81
Cairn Energy	87
Capita Group	84
Carnival	81
Centrica	81
Compass	81
Daily Mail A	86
Diageo	84
DSG Intl	84
Enterprise Inns	82
Exel	82
Friends Prnt	85
Gallagher	81
GlxoSmKline	81
GUS	81
Hammerson	81
Hanson	81
HBOS	81
Hilton	81
HSBC	81
ICI	81
Imperial	81
InterCont Hls	81
Intl Power	81
ITV	81
J Matthey	81
Kelda Group	81
Kingfisher	81
Land Sec	81
Legal Gen	81
Liberty Intl	81

Scottish

Company	Pr
Abbot Gp	81
Aberdeen Asset	81
Aggreko	81
Anglo Pacific Gp	81
Aortech Int	81
Axio-Shield	81
Barr (AG)	81
British Energy Gp	81
British Polythene	81
Cairn Energy	81
Caledonian Trust	81
DA Grp	81
Dans	81
Dawson Intl	81
Devo	81
Dobbies Garden	81
Edinburgh IT	81
F&C Asset Mngt	81
First Gp	81
Forth Ports	81
Goals Soc Cntr	81
Havelock Europa	81
Indigo/Vision	81
Inverask	81
lowart	81

POUNDBROAD

Scotland looks to New HQ for stars'

Mortgage