



**THE ALTERNATIVE BOARD®**  
*Shared Wisdom, Bottom Line Success*



## Surviving and Then **THRIVING DURING A RECESSION**

### **KIRSTY DAVIES-CHINNOCK IS A DRIVEN INDIVIDUAL**

She joined PPS, bespoke stainless-steel polishers, in 1989. Her hard work and determination ensured progression through the business and earned her the position of Managing Director in 2008 – three months before the financial crisis hit! The ambitious 5-year plan that Kirsty was about to launch as part of her new role had to be put to one side so they could focus on surviving the recession. And survive they have, enjoying organic growth in 2009 and 2010, with a current turnover of £1.2m.

# “TO TAKE A POSITIVE OUT OF THE RECESSION,

it has certainly stopped us being complacent,” said Kirsty. “Although our success hasn’t been a coincidence, we really appreciate our position, as many other good businesses haven’t survived the tough times.”

Although no day is ever the same for Kirsty, the first job of any day is always to look at cashflow – the life blood of the business. Good planning and financial management has meant that PPS has recently secured £0.25m to invest in a new machine, putting them in an advantageous position for serving their customers, whose products can be found around the globe.

Having only worked at PPS, Kirsty has often wondered whether she was missing something.

This was where TAB made a real difference. “It gives me the opportunity to step back from the business,” said Kirsty, “and I now look at it with a fresh pair of eyes.”

Kirsty continues “My TAB Board is very good at asking me the questions I don’t want to answer! It’s always interesting to hear their advice as it gives me new ideas for handling challenges that I have. The fact that my fellow Members are helping me work on my business each month reignites my enthusiasm and keeps things fresh.”

*“I would recommend TAB to anyone who is prepared to look at themselves and their business – it will show the ‘ugly spots,’ but it’s enlightening to see them, accept them and do something about them. TAB clarifies my thinking and the accountability stops me getting distracted from what’s important.”*

Following a recent marketing push which improved their profile, PPS are now benefiting from opportunities with customers with whom they had not previously had access. So, with this success, PPS is now evaluating where they are and where they want to be, using their great management team to share their ideas on how they can achieve their goals.



*“TAB has helped me rediscover myself as an individual – take time to look at goals I want to achieve, as well as the goals for the business.”*

