

# R S Gough & Co

## Solicitors

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To whom it may concern

### **Executive Training & Consultancy Limited – Momentum Programme**

I am a solicitor in practice on my own, dealing in residential property sales and purchases, commercial property transactions and the buying and selling of small businesses. As with many businesses, large and small, the last 18 months or so for my practice have been uniquely difficult.

I realised a little over 12 months ago that were I to simply carry on doing what I had always done I would, as the saying goes, only get what I had always got. It didn't take a genius to realise that this was a recipe for disaster. I knew that I needed something different but had no idea what!

From my BNI meetings, I was aware of ETC in the form of Doug D'Aubrey and of his company's claim to help businesses to focus, develop and grow. In a moment of clarity, it occurred to me that this sounded like what I needed. After an initial session with Doug, I signed up for the three year Momentum programme. I can honestly say that the programme has been a revelation. I have been given a sharpness of focus which would have easily eluded me. I think I am safe in saying that, looking for it on my own, I would still be searching.

As a result of 12 months of Doug's guidance, my day-to-day business practices – particularly 'back office matters' - have been put on an altogether better footing. Moreover, the Momentum programme has provided a 'toolbox' of techniques which give me confidence in my ability to be better able to deal with the challenges of the trading conditions. As a result of his insights, I can see the scope for more development of the practice – different approaches to be followed; fresh marketing ideas - and whilst, at the moment, growth is not too apparent, the arrest of a decline most definitely is.

I am grateful to Doug for his persistence, patience and perception and I have no hesitation in recommending him and the Momentum programme to any business which reaches the conclusion that it needs help in moving forward.

Yours faithfully



Roger Gough  
**R S Gough & Co**

**'THE PRACTICE IN THE PARK'**

*This firm is regulated by the Solicitors Regulation Authority*