

Taking Your Business to the Next Level

The construction industry has not just evolved with the time, but it has also matched the technological advancements at a speed quite comparable to any other industry. The mindset of a business owner has a significant bearing in the continued success of the business. Renowned business coach and management consultant **Biman Gandhi explains the importance of coaching to take your business to the next level.**



The taller the tree, the deeper the roots. It is so true for those who are in the business of building something great. Regardless, whether it is an outstanding commercial skyscraper or a beautiful dream home. The stronger the foundation, the higher the value one can deliver beyond just bricks and mortar.

Arguably, the construction industry has not just evolved with the time, but it has also matched the technological advancements at a speed quite comparable to any other industry. Be it equipment and tools or innovation in construction material or even the methods, the construction industry continues to be an interesting avenue.

However, there are several challenges too. Talking about the challenges, they can be placed in two broad categories. Some challenges are global, in the sense that they affect almost everyone in the industry – such as increasing cost of raw materials, policies and compliances, availability of labour etcetera. On the other hand, there are challenges that are specific to the company or a builder's organization – such as disorganization within the organization, hit-or-miss execution approach, low productivity, poor financial controls, etcetera.

On top of that, the mindset of a business owner – the builder in this case – has a significant bearing

in the continued success of the business. Even for someone starting a construction business, there are plenty of obstacles. The market is already occupied by seasoned players, and even in a country like India, it always has a surplus in terms of supply.

Running a successful construction business at an acceptable profitability level for long-term demands certain discipline, good habits, and adaptability across the organization. It all has to start from the top in their cosy chambers and all the way down to the people sweating under harsh conditions. At times, an enthused business owner is high on confidence and puts sincere hard-work, but ends



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Biman Gandhi
Business Coach



up frustrating himself because of a lack of results that commensurate with the efforts. Construction, as a business, has a high number of activities, several touche-points, and dependencies, and there are reasons enough to generate problems daily. The owner and the bulk of the senior people are usually engaged in solving the problems at hand. They are all capable to deal with the problems, but there is hardly any breather available for them to take a pause and drill down to root cause. Not addressing the root cause is another and major reason that adds to ongoing distress.

Not that the organization does not take efforts to overcome their challenges, but most of the time they fall prey to the same old methods and short-term gains. This keeps them in a vicious circle, and the business either moves just around that circle or sometimes shrinks to a level that is beyond repair.

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This is where an external agency, a neutral person, or a capable coach can come to the rescue. The role of this person is not to run the business or solve a problem. They help the business and their stake-holder to identify what needs to be done or achieved and also identify what needs to change. Usually, a pre-scheduled and periodic conversation that happens between the stakeholder and coach leads to uncover the underlying issues and the potential.

An unbiased and experienced coach facilitates the conversation that causes a lot of reflections and

realization resulting in a bunch of information, facts on the table.

An objective brainstorming session then results in a bunch of actions with a timeline and clearly marked action owner. As an accountability partner, the coach then thrusts the client to show the step-by-step progress.

The coaching is not just about bringing the functional or domain expertise in their bags. But through mutually respected conversations on one issue at a time can certainly bring a much-needed transformation, which then becomes the habit of the organization. This transformation can be experienced in most of the aspects of an organization, be it functions, people, management, culture, structure, finance, systems, or process.

A transformed business would usually experience a considerable increase in throughput system-driven, and people independent execution, on-track cash flow, and improved relationship within the eco-system.

About the Author

Mr Biman Gandhi has over 28 years of experience which includes Fortune 100 MNCs, Indian manufacturers, service providers, and has held various leadership positions. He is the founder of 'Neelman Consultants'. An engineering graduate from 1993 batch and certified NLP practitioner, Mr Gandhi had an illustrious career with big Indian and multinational companies. Currently Mr Gandhi serves in many roles such as director, management adviser and chief mentor to several organizations.

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