

## Client Profile Arthur Basley Ltd



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Arthur Basley Ltd are an organisation and people development company who have been helping people and businesses identify successful behaviours and turn those behaviours into habits that help their business for more than twenty years. This might include working on how people are managed, improving the leadership skills of the management team, or increasing employee engagement –Arthur and his team work with a business to ensure that their people are close to the business strategy and are fully engaged in driving the business forward.

The company work with companies worldwide, and nearly all of their work comes through referrals and repeat business. It was originally set up by Arthur Basley as PTSL, before a recent rebrand that recognised that Arthur’s experience and drive is what customers really valued, and that even where other performance coaches are involved in delivery it is Arthur that is the ‘face’ of the business. We asked Arthur a few questions about his business, how he works with other companies, and to share a few things that might be useful to other businesses.

### What led you to set up Arthur Basley Ltd as an organisation and people development company?

I was an engineering lecturer for a number of years, and always enjoyed helping people to learn. Eventually I realised that I was also fascinated by the process of how people learn, so decided to requalify by studying the psychology of management. I moved into sales and management roles but still really wanted to work with people and help them learn, so about twenty years ago I decided to start a consultancy business and share my knowledge and experience, combining practical management experience with psychology and people skills to help companies get the best out of their people, and people get the best out of themselves.

Basically I just wanted to help people learn to lead and manage, and I’ve been fortunate enough to build a very successful business doing just that!



## What's been your biggest challenge?

I actually enjoy taking risks, so we tend to seek out challenging clients that other consultants might avoid. We work with challenging, highly-driven, highly-successful entrepreneurs and businesspeople, and this means that we are constantly facing challenges in our work! Sometimes this can be as simple as dealing with ego or very demanding people, but because we are extremely honest in our feedback (we even include this 'bluntness' in our contracts) we do sometimes run into difficulties.

One story that I often tell in my seminars is about working with a team of senior executives at a company when it became obvious that one of their number was actively sabotaging company projects for his own gain. When I learnt about this, I approached the executive and reminded him that I'd promised to give honest feedback, even if it would be difficult to hear. I paused, and then asked him if he was really ready to face such feedback. Obviously he demanded that I tell him what I thought, so I did – and it boiled down to "Peter, you've got to grow up!" He didn't so much grow up as blow up, and I was sacked on the spot. But... the other member of the executive team, who I continued to work with, quickly reported drastic changes in Peter's behaviour, to the benefit of the company and the individuals on the team. That's a good example of how we work and how we achieve results, but also of how we learn – since that project I have given similar feedback to other executives, but been able to do so without getting sacked, thanks to the experience of dealing with Peter!

## What's been your proudest moment?

It's every time we get a card or a postcode from a client telling us that we've transformed their life or their business. It does happen, and every time it reinforces why we get up and go to work in the morning – to help other people.

## What have you learnt that you didn't know before?

I'm fascinated by different cultures in businesses. In the past 12 months we've worked in Sweden, Switzerland, Germany, France and Spain, and although we're lucky enough that English is the international language of business, the nuances in the way that people do business in each country are really interesting. We help people understand how to change their behaviour to work internationally, and as such we have to work out where we can push boundaries and where not to – this keeps me learning all the time!



## Who are your favourite customers?

We like working with businesses that understand the value of developing their people. We look for companies that really live their values, and work with them to understand what it is that guarantees these successful behaviours.

The most valuable thing managers can do is understand individual values in their team. They can achieve this through observation and discussion – people “leak” their values all the time, by their reactions to situations, so managers need to watch for these reactions. If people are displaying negative behaviours then it’s important to investigate why, and do so in a way that gets to the root cause, rather than just accepting the surface answer.

I believe that are 4 main reasons why people don’t contribute:

- 1. Lack of clarity on what’s expected of them**
- 2. Lack of feedback**
- 3. They don’t know how to (can’t do)**
- 4. They don’t want to (won’t do)**

I think that managers should put these on the wall, and any time they struggle with an employee they should work through them until they understand what’s causing their behaviour.

## Finally, tell us about your business relationship with Horner Downey

We’ve been with Horner Downey for 6 or 7 years, and moved to them because we were looking for a greater degree of professionalism that our previous accountant. Mark and the team are great – service is fantastic, we get immediate responses to any queries and the team are always helpful when I contact them. There really isn’t anything that I’d want to change!