

Executive Summary

Business Challenge: *Ensuring client engagement and retention with uncompromising quality.*



Business and Departmental Overview: Darke & Taylor has evolved from its origins of being one of the first electrical contracting companies in the region to becoming one of the largest privately owned contractors in the region. The company now offers a full range of electrical, mechanical, and integrated building services systems, working both as a specialist subcontractor and client direct. We take pride in our directly employed workforce, supported by a robust apprenticeship scheme. Our department accounts for approximately a quarter of the business's turnover and staff, completing around 2,500 jobs annually for circa 500 clients. These projects vary in size, ranging from £100 to £1 million, demonstrating our department's versatility and ability to deliver tailored solutions across a wide range of client needs.

Business Challenge: Whilst my showcase focuses on engagement, the wider business challenge of *"Ensuring client engagement and retention with uncompromising quality"* refers to both our service and our product. Having this clearly defined and front of mind is crucial through growth.

Why it Really Matters:

- **Client Retention:** Repeat business and client referrals are integral to Darke & Taylor's sustained success. We don't employ a sales team; instead, we build our foundation on fostering long-term relationships and trust with clients, through a "can-do," solution-based attitude.
- **Quality in both Service and Product:** We are seldom the cheapest, but we position ourselves in the market as a contractor with the highest standards of quality, whether it's the physical workmanship on-site or our end-to-end communication with our clients and associated project teams.

Key Takeaways:

- **Alpha and Beta Thinking:** Identifying when each is required, and proactively ensuring an environment is created conducive to both.
- **Adapting Leadership Styles:** Tailoring leadership approaches to support teams and inspire innovation.
- **Targeted Innovation:** Identifying areas where innovation delivers marginal gains, ensuring improvements are both efficient and effective, rather than making holistic unnecessary changes.

"Great minds don't think alike" – Emily Gosling