

COMPANY BACKGROUND

DATE:	May 2007
CLIENT:	Dynamic Solutions

DYNAMIC SOLUTIONS COMPANY BACKGROUND AND TRACY MEACHIN-ADAMS BIOGRAPHY

Background:

Dynamic Solutions is a specialist training and development company that helps its clients to meet organisational and business challenges.

Dynamic Solutions offers a clear differentiator - "sustained behavioural change" - comprising individual bespoke training for companies that clearly sets it apart in a market full of confusing offerings from packaged trainers to experimental psychologists.

Dynamic Solutions was borne out of recognising the potential of combining two potent areas of expertise: a phenomenally successful young female sales person, combined with highly tuned academic mind and, additionally, a passion for understanding the dynamics of the human psyche in the work related environment to deliver real business improvements.

As the market comes of age, Dynamic Solutions has found its true niche, as the preferred credible supplier of choice to some of the biggest brands in the business who seek to deliver high level, excellent performing customer service in highly pressurised consumer led environments, on a consistent basis.

Services offered:

The company enables staff at all levels to bring about a "sustained change in behaviour" to the extent that staff are really growing and delivering in key areas of the business. This applies to everyone in the business as, if they are not directly serving the customer, then they are serving someone who is, and that directly impacts on the business.

Principally, results are achieved by addressing an organisation's culture. The company's goal is to build emotional commitment where each employee thinks beyond procedures and processes and becomes personally involved in creating success. Delegates return to the workplace with a stronger belief in themselves and their abilities.

As a consequence, customer service improves, teams work more effectively and sales increase.

Clients:

The business focuses on developing confidence and interpersonal skills and sustaining them. This is crucial to success. The ability to do this and the endorsement of some powerful organisations who are clients provides the complete USP for the company.

The British Museum is now a typical client (many of whom are high profile consumer brands and household names). Realising it could have something of a battle on its hands to ensure the excessive visitor numbers are kept happy, the museum called in Dynamic Solutions. When the 8,000 strong 2,200 year-old Chinese

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terracotta warriors take over the British Museum, the hoards of visitors will be managed by an army trained to deliver tip top customer service. (The First Emperor - China's Terracotta Army will be on show at the British Museum 13 September - 6 April, 2008).

South West trains has called on Dynamic Solutions' services to help its staff with the culture change from a national to a privatised business. Dynamic Solutions has worked with the company for many years. A major lesson learned was when Dynamic Solutions came to rely too heavily on one client and when workers went on strike it made them realise they needed to diversify. Following successful repositioning with high profile 'household name' businesses, the company is now approaching the £1 Million turnover mark, and there are plans to launch new services and diversify into other areas.

The BBC has done business with Dynamic Solutions, Eurostar is a client, as is Exxon Mobil, The National Archives at Kew, Southampton Football Club, and Jockey Club Racecourses (which own Aintree, Cheltenham and Epsom, hosting the world's biggest iconic races such as the Cheltenham Festival, the Derby and the Grand National which this year was watched by 600 million people worldwide). Eagle Star and Zurich have also worked with the company to help them respond to the changing dynamics of the insurance industry in the face of the launch of "the little red phone" from Direct Line.

Financial position and vision for the future:

Tracy Meachin-Adams, Managing Director, Dynamic Solutions now says that the focus on expanding the business in leisure, tourism and hospitality is helping to rapidly expand the business over the £1 Million turnover mark. The company now plans to launch new digital services to sell into the USA. Tracy Meachin-Adams also has several books in the pipeline.

See www.dsleuropeltd.co.uk for further information on our services and people.

Tracy is a Master Coach and trained psychologist. (pictures available on request).

Personal Biography

Founder and Managing Director

Tracy Meachin-Adams is the founder and Managing Director of Dynamic Solutions, a training and coaching company that specialises in "sustained behavioural change". Dynamic Solutions headquarters is located in Basingstoke, Hants.

After leaving school at 16 years old and working in a firm of accountants, she realised that formal qualifications would help open more doors so she enrolled to study psychology for the next five years. She is a member of the Institute of Directors and a Master Coach and trainer. She employs actors and professional trainers to deliver bespoke training and numbers Chairman of large organisations among her clients, too.

Mrs Meachin-Adams is originally from Lancashire. The 43 year old, like her husband, is a huge Formula One motor racing fan, and goes down to the Monaco Grand Prix every summer.

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