



Cardiff  
Metropolitan  
University

Prifysgol  
Metropolitan  
Caerdydd



## 20twenty Leadership Programme

### Case Study – John Davey



Director, Groves Davey Chartered Accountants, Cardiff  
[www.grovesdavey.co.uk](http://www.grovesdavey.co.uk)

Clearer routes to new clients and improved cash flow have been two key results enjoyed by Groves Davey since John Davey completed his 20Twenty Leadership programme.

He says: “The biggest success we’ve made is in changing the way we supply services to clients; this has helped us to attract clients previously seen as out of reach. We’ve been able to re-evaluate the needs of customers and develop a new level of service provision more suitable to their needs.

“At the heart of this is building a long term relationship with our clients, giving them the information they need when they need it, which enables them to operate more effectively and increase their profitability.

“Our own financial results have been encouraging, with greatly improved cash flows, and profitability maintained in difficult market conditions.” So what was the single most defining characteristic of John’s 20 Twenty Leadership journey? He says: “The key benefit to me was that I now think completely differently about the business, changing the way I work and what I do. “I now concentrate on the big picture and long term issues and structures, rather than getting bogged down in day-to-day problems. This has enabled everyone else in the firm to move up and for the business to run effectively without me.”

Other main benefits include better skills and more confidence, the main areas of improvement coming in communication, problem solving and the use of technology.

John says: “These factors have also had a positive impact on my life outside work, as the principles apply to everything in life and not just business.”