

## PRESS RELEASE

### Sarah Coleman wins East Midlands High Growth Coach of the Year award.

We are delighted to announce that MCCR Associate Sarah Coleman, MD of The Business Evolution Business ([www.bus-evolution.com](http://www.bus-evolution.com)), has won the very first HighGrowth East Midlands Coach of the Year Award 2009.

The Growth Enabler Professional Excellence Award for Business Coaching was presented at the HighGrowth East Midlands Awards ceremony at Leicester's Walkers Stadium, in recognition of Sarah's top quality coaching work with businesses in the East Midlands. The company which Sarah was coaching, Asiana Ltd ([www.asianaltd.com](http://www.asianaltd.com)), importer and distributor of oriental foods based in Nottingham, was itself short-listed for the High Growth Company Award.

**HighGrowth**  
East Midlands

The evening was hosted by Angela Rippon OBE and featured a keynote speech by Sir Ranulph Fiennes BT OBE to honour the programme's top achievers. East Midlands Development Agency hosted the event to celebrate the achievements of the high growth and potential high growth companies participating in its flagship business support programme, HighGrowth East Midlands ([www.hgeastmidlands.com](http://www.hgeastmidlands.com)).

250 representatives from the businesses participating in the HighGrowth East Midlands programme from across the East Midlands gathered at the black-tie event to celebrate and recognise the efforts of fellow members.

Sarah commented "I really appreciate the recognition and many compliments received with this award. It demonstrates that with the right strategy companies can still prosper in these difficult trading conditions. It also gives me renewed confidence that the Business Evolution Business is providing the right help to businesses in the right way".

Sarah established The Business Evolution Business Ltd ([www.bus-evolution.com](http://www.bus-evolution.com)) in June 2007 to help businesses to realise their aspirations so that they can grow and succeed in the way they want to. The company specialises in business strategy formulation and execution, and in change management since Sarah recognised early on that most organisations don't have a choice as to whether they transform. They do, however, have a great deal of choice when it comes to structuring and managing the way strategy is delivered in order to improve the likelihood of achieving their desired results.

The Business Evolution Business has expertise in large and complex programmes which target business solutions and benefit through information technology, outsourcing process and change management, and cost transformation. The company works across public and private industry sectors across the UK and is based outside Newark, Nottinghamshire.

HighGrowth East Midlands was launched in January of 2008, and more than 70 companies are currently participating in the scheme. The scheme's two programmes, Growth Readiness and High Growth, are both designed to increase profits, enhance competitiveness and create the conditions for long-term success.



Angela Rippon , Sarah Coleman, Michael Seals MBE