

INTRODUCING PARAG PRASAD

Empowering practice owners to achieve their dreams thereby creating more wealth and opportunities for their families, employees and communities.



Parag Prasad is the Managing Director and Head Coach at the Business Growth Agency. As an accredited ActionCOACH business coach Parag has coached architect practices to tangibly improve performance, develop their teams & better systemise their practices to improve efficiency and profits for the last 13 years.

Parag has spoken at numerous RIBA events including Guerrilla Tactics and the Future Leaders programme, helping to empower architects to improve their business skills.

He talks on topics from personal productivity, mindset, leadership, marketing and business profitability; all the time drawing on his real-life experience as one of Europe's most successful business coaches.

Parag was Awarded the London Business Coach of the Year in 2019 & again in 2020

"Since I was appointed the RIBA Ambassador for Business Skills in 2015 Parag and his team played a big part in delivering our ambitious vision for our profession."

"After he coached senior partners in our practice, Parag went on to coach more than 40 architecture practices in London. Numerous case studies have documented the measurable commercial improvements achieved when Architects are coached by an experienced coach. Put simply, Parag has become an essential resource for our profession."

Chris Williamson
RIBA Ambassador for Business Skills

Client Awards

Parag's clients have won:

- Business Excellence Forum European Business of the Year 2015 - DeliciouslySorted Ibiza
- South London Best Customer Service 2012 & 2013 - Wauton Samuel
- Business Excellence Forum Entrepreneur of the Year 2014 - Louis de Rohan, LDR Creative
- ActionCOACH Best Business Turnaround 2013 - Janitorial Express
- The energie Group Global Fitness Club of Year 2012 - energie Forest Hill
- Interior Architect of the Year 2017 - Cousins and Cousins Architects
- South London Finalist for Entrepreneur of the Year 2011 & 2012 - David Waugh

Recent Results

1. 75% revenue increase in 18 months (Architects)
2. 83% gross profit increase in 36 months & 24% (£540K) revenue increase in 12 months (Janitorial SupplyHouse)
3. 23% (£91K) gross profit increase in 12 months (Event Management Company)
4. 21% (£544K) revenue increase in 12 months (Construction Industry Retailer)
5. £120K net profit increase in 12 months. (Architect Practice)
6. 61% revenue increase in 12 months (Architect Practice)
7. 410% net profit increase in 12 months (Architect Practice)

Clients completing at least 12 months of coaching experienced 38% revenue increase (Between 2014-2020).

Business Coaching Credentials

- Parag now runs one of the worlds' most successful Business Coaching Practices, coaching approx. 100 businesses / month
- Parag's flagship Group Coaching Programme has been awarded Best Group Programme in Europe for 7 consecutive years (2014-2020)
- 340 Businesses have completed his programmes, including >90 Architect & Design practices
- Parag is the London Business Coach of the Year (2020 & 2019)
- Supported the RIBA & The Institution of Structural Engineers with their industry wide business skills programmes since 2014

Professional Education

- Accredited Emotional Intelligence Coach (2010)
- Trained and accredited ActionCOACH Business Coach (2007)
- Financial Controller at BT (2001-2007)
- Manager PriceWaterhouseCoopers London and Saudi Arabia (1995-2000)
- Qualified Chartered Accountant (ACA qualified 1998)
- BSc degree from Balliol College, Oxford University (1994)

Parag Prasad
ActionCOACH Business Coach

<https://thebusinessgrowthagency.actioncoach.co.uk>

2nd Floor, Dowgate Hill House,
14-16 Dowgate Hill,
City of London, EC4R 2SU

Office: 020 3697 7120
paragprasad@actioncoach.com