

Artisan baker Aidan Monk talks about his experience of working with Walter Gregg

When I was involved in the TV programme "Hell's Kitchen" Gordon Ramsay told me to "get my finger out because I had the opportunity to become one of the best artisan bakeries in the UK because my products were so good"

Rather than telling me what they thought was best for my business the Ology approach is to empower me to get the very best out of my business. This really appealed to me.

By helping me to identify my strengths and weaknesses and using the professional business advice from my Ology Business Advisor we were able to put a plan together to move the bakery forward and achieve my goals.

The Ology process has been excellent and I have felt in control throughout because I have made all the decisions albeit with guidance from my Ology Business Advisor.

There have been substantial positive changes in a number of different areas of my business over the last 5 months. I believe if it had not been for Ology I would be still thinking about what I could do rather than being in action.

I now have a far clearer view of my end game for my business and a clear detailed plan is in place to achieve this.

From a personal viewpoint I am now fully re-energised and have rediscovered all the original enthusiasm and drive I had to make this business a major success.

Aidan Monks
Le Pain de Paris