

Business spotlight – Compass Pro Drive



Who are you, and where did you come from?

I am Steve Jackson and I have recently gone into business with Al Fox as directors of Compass ProDrive School of Motoring. We worked with BSM for five years and decided to leave and start our own school.

What is the business book you recommend that everyone should read?

How To Win Friends and Influence People by Dale Carnegie. Gives an interesting insight in how to develop your business by having customers buy into you.

What do you think are your business strengths and weaknesses?

Strengths: Open, honest and customer focused. Weak: Business administration....may need to outsource that element...

What was the defining moment on your career path that has got you where you are now?

When we didn't have to rely on our supporting company for business then taking that deep breath, severing ties with them and venturing into the business world alone.

How do you spend your spare time?

Very competitive so have started my own cycling team and we now compete in local cycling races. Spending time with my wife and son and going on new adventures with our little boy.

Do you think you achieve a good work/life balance?

If I'm being honest, no, the business has become a focal point as we are new and seeking long term success and in doing so

long hours become the norm. Its an element that I want to get right.

What makes Edinburgh the best location for you to live and/or work?

Its one of the most beautiful, diverse and challenging cities in Europe. It has culture, incredible scenery and wonderfully different people....plus it continually changes due to road works and those delightful trams developments, that's a huge challenge even for experienced drivers!

What is your special area of Edinburgh, or special place in Edinburgh and why?

Holyrood Park and the surrounding area. So much to see, so much to do and from a cycling and running perspective not a lot can beat that when you are grinding yourself into the ground.

What would you consider the pinnacle of your career?

Having Compass ProDrive become a reality.

Which networking groups in Edinburgh have you found particularly useful?

None as yet but we are looking at perhaps joining the Chambers of Commerce.

Who are your business heroes?

Steve Jobs. The man was way ahead of his time, continually pushed the boundaries of convention and did not give in till he succeeded. What an attitude!

What are your business goals for the next year?

To still be in business!

Describe your typical day for us.

Start at 0700, always make sure that attend lessons early. Depending on pupil level, use as much practical time as possible to keep pupils getting as much driving time as possible. Usually have approx five 2 hour lessons per day finishing at 1800 then returning home. Lessons are diverse and interesting in order to continually strive to get an improvement by the end of the lesson for the pupil.

Best job advice you ever received?

Your customers are your life. Be personable, treat every customer as if they are the only person in the world you have attention for. Always be adaptable, look for new ways to keep your business plan fresh and forward thinking.

Your plan of attack for the next 12 months?

Build the company name, establish a solid business pipeline and strategically utilise our website and social media outlets to make us more interactive with existing and potential new pupils. Always offer value for money lessons and high pass rates by taking personal and professional development courses.

