

# The Action Group Expands Coaching to Help Contractors Build Businesses That Don't Depend on the Owner

*New training helps home service companies build leaders, accountability, and simple systems for growth without relying on the owner.*

DENVER, CO, UNITED STATES, August 17, 2026 /EINPresswire.com/ -- The Action Group is expanding its coaching and training programs for home service contractors, with a bigger focus on one of the biggest problems growing business owners face: the company still depends on them for everything.

A lot of contractors build their companies by doing whatever it takes. They sell. They train. They answer the phone. They solve problems. They manage the team. They make the final call.

That can work when the company is small. But as the business grows, the same habits that helped build it can eventually hold it back.

The Action Group's expanded training is designed to help owners build leaders inside their companies, create clear standards, hold people accountable and put systems in place that the team can actually follow.



"Most contractors don't have a work ethic problem," said Ben Jordan, founder of The Action Group. "A lot of them got where they are because they were willing to outwork everybody around them. But eventually you have to stop carrying everything yourself. You have to build people, build leaders and put standards in place that your team can execute without waiting on you for every answer."

### From Owner-Led to Leadership-Led

The goal isn't to remove the owner from the business. The goal is to stop making the owner the answer to every problem.

The Action Group works with home service contractors on leadership, training, sales, communication, accountability and systems that help the entire company operate at a higher level.

That means developing managers who can lead, training technicians who know the standard, giving employees clear expectations and creating a team that can make good decisions without needing the owner to walk into the room every time something goes wrong.

"If you have to approve everything, answer every question and solve every problem, eventually you become the bottleneck," Jordan said. "Your job as the owner is to build people who understand the standard, understand the mission and know how to make good decisions without you standing over their shoulder."

That shift becomes even more important as contractors add technicians, managers, departments and new locations. Growth creates more opportunity, but it also creates more problems if the team underneath the owner isn't ready for it.

### Build the Bench Before You Need It

One of the biggest lessons The Action Group teaches is simple: don't wait until you need a leader to start developing one.

Too many companies wait until a manager quits, a department gets overwhelmed or a new location opens before they start asking who can step up. By then, they're already behind.

The Action Group teaches contractors to identify potential leaders early, give them responsibility, coach them, train them and show them what winning looks like.

That can mean better communication between departments, clearer responsibilities, stronger managers, real accountability and a clear path for employees who want to grow with the company.

Scaling a home service business isn't only about getting more leads or selling more jobs. You need people who can handle the growth.

## Systems That Your Team Can Actually Follow

As companies grow, a lot of things live inside somebody's head. A veteran technician knows how a call should go. A manager knows how to handle a problem. The owner knows what good customer service looks like.

But if nobody teaches it, documents it or trains it, the next person is left guessing.

The Action Group helps contractors turn those expectations into simple processes that can be taught, practiced and repeated.

The purpose isn't to make every technician sound exactly the same. It's to make sure everybody understands the standard: how to communicate with the homeowner, find the real problem, give options, take care of the customer, represent the company and follow through.

"Systems aren't there to take the human element out of the business," Jordan said. "They're there to give good people a framework to win. When people know exactly what winning looks like, they have a much better chance of becoming leaders."

That same thinking is behind The Action Group's Sell by Serving philosophy. The focus isn't on pushing homeowners into something they don't need. It's about asking better questions, finding the real problem, giving people options and helping them make the best decision for their home.

Take care of the homeowner. Take care of the technician. Take care of the company. Everybody should win.

## Built Inside a Real Home Service Business

Jordan's approach didn't come from sitting in a classroom and studying business theory. It came from the trades.

The Action Group was created to take the lessons, mistakes, systems and leadership principles learned while building that company and teach them to other contractors.

That includes the things that worked. And just as importantly, the things that didn't.

Leadership isn't treated as some separate business topic. It shows up every day - in the morning meeting, on a service call, when a technician needs help, when a manager has to make a

decision, when a customer is upset, when the company hires another employee and when the business opens another location.

Those are the moments when a company finds out whether it really has leaders and systems in place or whether everything still depends on the owner.

### Build Something Bigger Than You

For Jordan, one of the biggest signs of a strong company is whether it can continue growing without the founder having to personally carry every part of it.

That means looking beyond revenue. Are you creating leaders? Are your employees getting better?

Does your team know the standard? Can managers make decisions? Can customers still get taken care of when the owner isn't there? Can the business keep growing without everything running through one person?

"You should be building something that becomes bigger than you," Jordan said. "That doesn't happen because the owner works more hours. It happens because you develop people, establish standards and give your team the ability to carry the mission forward."

The Action Group plans to continue expanding its coaching, training and resources for home service contractors who want to build stronger teams and stronger companies.

For contractors who are tired of being the salesperson, manager, trainer, problem solver and firefighter all at the same time, the message is simple: build the people, build the systems and build the bench.

Then build a business that can grow beyond you.

Contractors can follow Ben Jordan and The Action Group through their official social channels for more training on leadership, sales, service, technicians, systems and scaling a home service company.

### About The Action Group

The Action Group is a coaching and education company built for home service contractors. Founded by Ben Jordan, CEO of Action Plumbing, Heating, Air & Electric, The Action Group helps contractors develop stronger technicians, managers and leaders while putting practical systems in place that help their businesses grow.

Its training covers leadership, communication, accountability, sales, customer service, technician

development and repeatable systems that teams can use in the real world.

The Action Group also teaches Jordan's Sell by Serving philosophy: find the problem, take care of the homeowner, give them real options and build relationships that last.

Its mission is simple: build better people, build better leaders and build better businesses in the trades.

Email: [eddy.media@actionplumbing.net](mailto:eddy.media@actionplumbing.net)

Eddy Fernandez

The Action Group

+1 928-723-9380

[ben.jordan@actionplumbing.net](mailto:ben.jordan@actionplumbing.net)

---

This press release can be viewed online at: <https://www.einpresswire.com/article/934361727>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2026 Newsmatics Inc. All Right Reserved.