

My TrueNORTH

The UK's Leading Ethical Coaching Company

Helping Business Owners to achieve their Success Summit™

CASE STUDY: Marketing Agency

I met Catherine when invited by a fellow business coach to present my keynote “Get BIG or go home” at one of his marketing mastermind groups.

Catherine had formed her marketing agency after being made redundant and quickly moved from being a marketeer to the role of Managing Director of a Marketing Company. She was very similar to lots of other business start-up's and had been guilty of winning the work, doing the work, winning the work, doing the work for a few years prior to having mastermind.

By her own admission she had joined a marketing mastermind group with hope to win clients from those realising how difficult successfully marketing yourself can be and used it as a networking / referral group more than to learn. However, she realised from conversation with me, that the agency she had created required a lot more than simply good marketing, and as an ex-employee had little knowledge or understanding of the other essential aspects of running a business.

Catherine resigned from the marketing Mastermind to join Explorer in order to learn more about the 'other' aspects of running a progressive business.

Over the period of the first 12 months, we helped Catherine with a Business plan, a mission statement, and to review the values and culture within the agency. She was entrenched in a very ambiguous and unfriendly contract with her business landlord which was causing much stress and regularly taking attention away from the core of the business. So we worked with Catherine to review and negotiate far better terms resulting in a 60% reducing in operating costs within the business.

Catherine also had a very junior and inexperienced team, which worked well WHILST she was present, but less so whenever she was not. We helped to review the terms of contract to which they were employed, set and helped implement some more demanding KPI's, supported her through her first ever employee annual review process and with the subsequent dismissal and recruitment for replacement.

LIFE CHANGE!

Almost as soon as we had helped 're-steady the ship' and to help plot its new course. Catherine announced she was getting married! After a long, long engagement a recent change in family circumstances determined Catherine chose to marry, and announced their desire was to travel extensively.

We supported Catherine to find a buyer and coached her through the sale of her business, enabling her to realise enough funds to enable her extensive travel plans. And, as she retired from business to begin her world tour, was kind enough to remark that outside her marital relationship she had enjoyed the affair of her life with the members of Explorer!