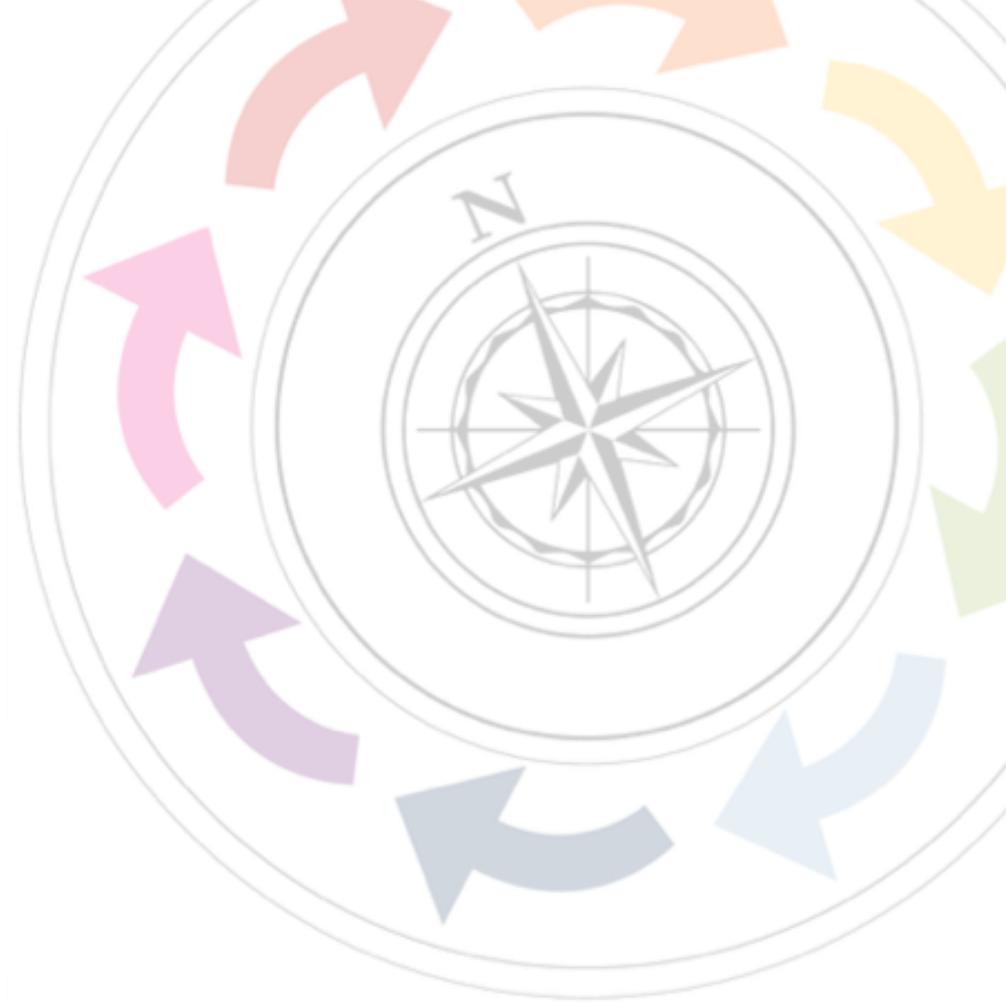




The UK's Leading Ethical Coaching Company

Helping Business Owners to achieve their Success Summit™



My TrueNORTH – Case Study

Chartered Surveyor Practice



I met Richard at a Regional Networking Event I had been invited to speak at with my keynote “Get BIG or Go Home”. It was January 2018, and the Network organiser felt a great motivational keynote with a message about thinking BIG was a great way to start the year.

I was offered business cards from a number of the attendee’s and as always followed up with each one separately both with an email and telephone call.

Richard’s call was significantly different to the rest of the calls made that day, which whilst positive, were not quite as direct as Richard:

“Hello Richard, it’s Jay from My TrueNORTH”

“I’m in.” He stated “Tell me when you can come over and when we can start”

I met with Richard shortly afterwards and he explained that the content I shared within the Keynote had already saved him around £600pcm. And if I was able to do that for nothing, he wanted to know how much more we could do to help him either make more or spend less with some coaching.

Richard joined our #ADDAZERO Explorer Mastermind and never looked back. He has remained exceptional in turning up, opening up, sharing, learning and implementing ALL. Our approach to business SCALE planning was new to him, as was much of our SCALE methodology. However, he was young, very driven and didn’t fear trying things new.

We work with both him and the companies ‘Number 2’ in order to review, recommend and support them both in the growth of both them and their business. We started by looking at HOW the business was currently being ran, and; although profitable, was rather labour intensive and didn’t make the best use of what technologies were out there to support them. Furthermore, whilst their customer service to their clients was exemplary, some chose to take advantage of this, so we helped curtail this whilst maintaining relationships to ensure the company projected a clear stance on their own vision and values and what they expected from their clients in return.

This alone enabled to recover well over £135K in outstanding ledger work, whilst building a most enviable forward order book.



We've supported the review of every aspect of them and their business offering, and made recommendations where efficiencies, automation or outsourcing can be made to further support the business. They have recruited 3 new senior hires, and currently in the process of increasing their back-office support team by 5 (since we began working together) and are regarded within the city in which their head office resides as being amongst the best employers in the city.

Within the first 2 quarters we had saved the business over £160K and likely to be an ongoing saving of more than £50K per annum. Furthermore, we've helped Richard review and amend his own plans for the future, and with a new child recently born, now working with him to further systemise the business to further reduce the requirement for him to spend so many hours at work.

By supporting Richard to ensure he has the right people, processes and systems within the business, they now have new national contracts with some of the biggest names in their industry and working to win several others. And based on the SERVICE & DELIVERY and WINNING TEAM elements of the #ADDAZERO Business Challenge and the team adopting this to an exceptional level of detail when it comes to customer experience, they are regularly being referred more work and recommended to some very elite industry specific awards.

Richard has most recently been offered a lucrative offer to sell the business, but politely deferred on the basis that *"I'm having too much fun building it again to think about selling it right now!..."*