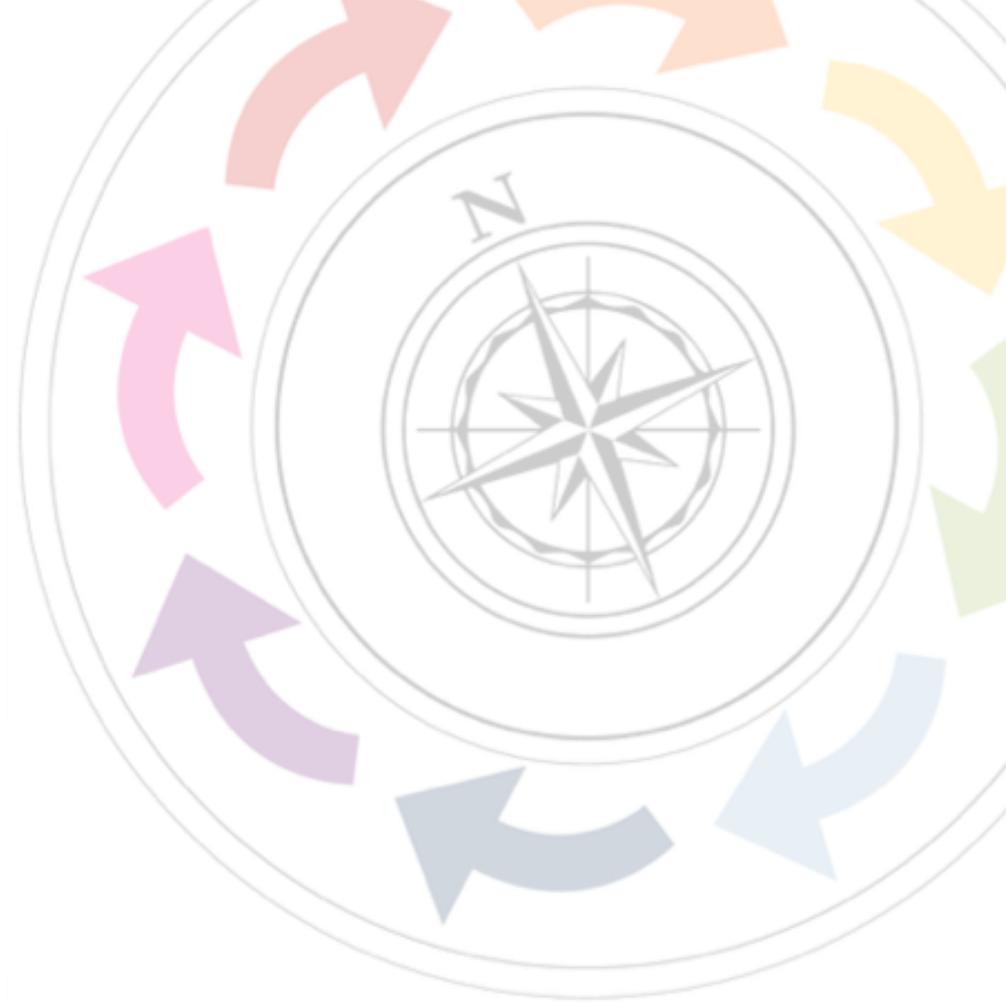




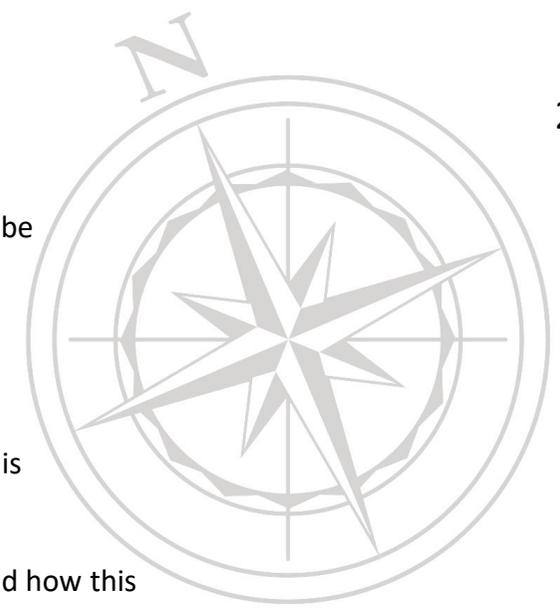
The UK's Leading Ethical Coaching Company

Helping Business Owners to achieve their Success Summit™



My TrueNORTH – Case Study

IT Support Business



When I was first introduced to the Managing Director of the business, he and his business partner were rather uncertain as to exactly where they were heading. The business HAD been two, prior to them realising they would be far greater if they joined together. And so around two years prior to me meeting them, they had simply bundled everything they did together formed a new company, split the shares 50/50 and been working together to build their offering to more clients.

What quickly became apparent, that whilst they may have thought this was a great idea. They actually had very different aspirations as to what they wanted FROM the business, and so whilst everything was good right now. This may not always be the case as the business continued to grow and at pace.

Working independently with both the business owners we were able to establish the aspirations of them both, and how this could be achieved through a short term / Mid term and long term strategy.

We reviewed every aspect of the business against our #ADDAZERO scale audit criteria and identified an opportunity that would accelerate the business significantly with little cost or risk and creating a potential future exit strategy for one of the owners in line with his aspirations!

Working with both the owners, we were able to support them grow the business through acquisition. Form a corporate group structure. Significantly and aggressively grow the new enhanced offering within the business sufficiently to ensure the business was profitable (through creating multiple residual income streams) on the first of each month!

Through continually growing the business, we were able to create geographical based 'divisions' and in time (and as per the mid term growth to exit plan) one of the Directors was able to buy this division from the other, and settle by the coast (as per his exit plan) whilst the other the freedom and autonomy to continue to SCALE the business.

A new city centre location has further added to the gravitas of the business and brought the interest of some far larger clients than they had previously been working. However, now having the right team fully onboard and a fully systemised process for onboarding, setting client expectations and then SMASHING them every time. This has further enhanced their position, and enabled them to be nominated and win some rather prestigious industry specific awards.

The sale enabled the retaining Director to move house into their 'dream home' and enable his partner to take retirement (as she turned 35). He is currently working on his own EXIT strategy with the aim to sell for 8 figures within the next 24months.