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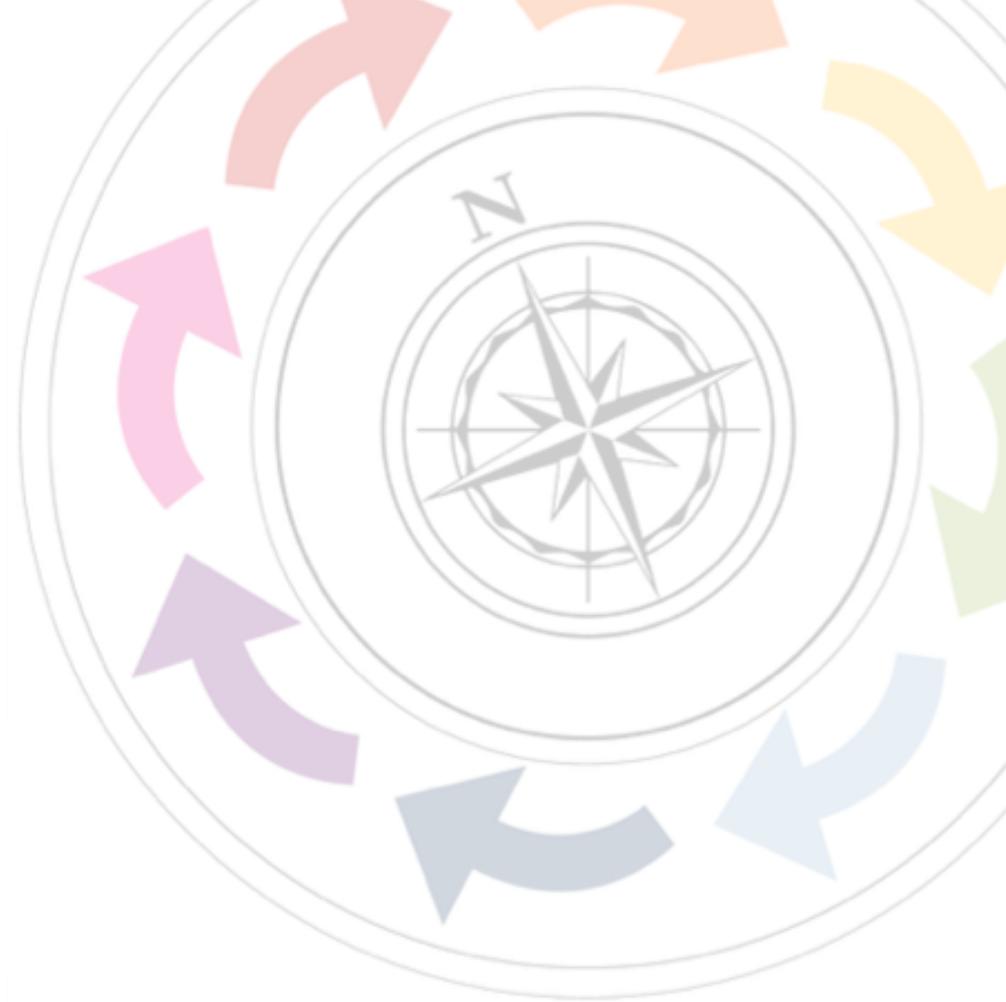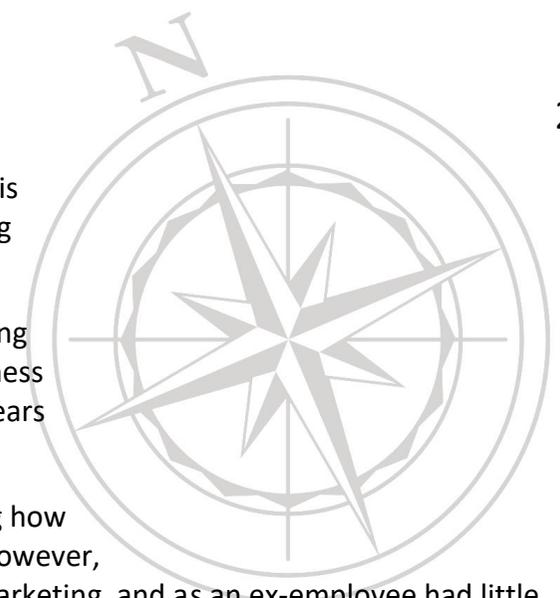
Helping Business Owners to achieve their Success Summit™

My TrueNORTH – 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. Although previously he had resisted inviting anyone to present to his group, having heard my content, deemed it was important for the group to hear this message – First Hand.

Catherine had originally 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 invested in joining a mastermind group.

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 and scaling a business.

Catherine decided that whilst the mastermind group she was in was good, she had joined for the wrong reasons and probably needed to work more ON her business prior to becoming any business working IN the business!

Over the first 12 months, we helped Catherine to review the business. Where it was, where it was heading and aligning that with her aspirations for the future. We helped to write a comprehensive Business plan, a mission statement, and to review the values and culture within the agency. We worked on identifying her ideal targets clients, and the sales process required to generate more longer term repeat business than one off pieces of work. And we supported an overhaul of the value offering to ensure it remained positive whilst profitable.

Catherine then revealed she was 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 a far more well suited replacement.

With a new more clearly identified culture, vision and values, and a set of KPI's that reflected and rewarded this, the business began to gather SCALE momentum.

LIFE CHANGE!

Just as we began to review the dashboard we helped determine and embed within the business to see the true results of this intervention. 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.

After a length discussion regarding the business and its goals and her own life goals. We identified there was no longer congruence between them and her recent change in family circumstances determine her wishes for the future no longer aligned with the businesses.

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 our #ADDAZERO Explorer Mastermind team!