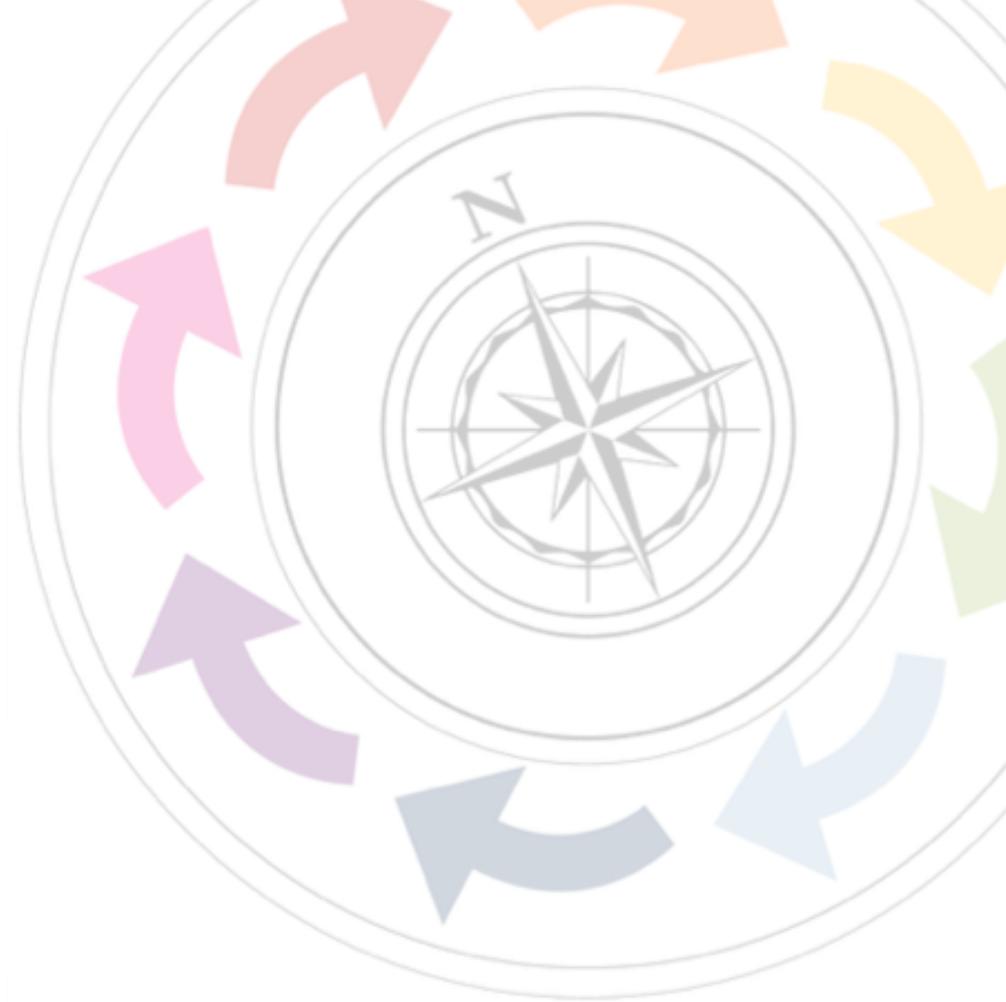




**The UK's Leading Ethical Coaching Company**

*Helping Business Owners to achieve their Success Summit™*



## **My TrueNORTH – Case Study**

**Notary Business**



I was first introduced to Mathew in early 2014. He was the founder of the practice which operated from rented offices in the suburbs of the local city, close to where he lived in Yorkshire. He had been trading for 4 years, had a small but dedicated team of support within the business with great ambition to SCALE the business and the motivation to spend more time with his growing family.

I was introduced through a mutual friend, when Mathew had approached him for some advice. The peer to peer group he was already a member of, had been encouraging him down a certain path, to which as the owner with the smallest and youngest business in the room was influenced heavily by larger, more substantial businesses. However, he had eagerly been following some very poor advice; and on realising there was an £80K hole in his finances, had approached a trusted friend outside of group for an external viewpoint. This friend, introduced us to “Have a chat”

When we met, Mathew was very open and honest about his business, and quickly declared the current predicament he was in, asking if there was an alternative pathway to grow the business or if he had done something wrong or overlooked something which had led him to the cash shortage he was currently facing?

Having reviewed the essential business numbers with him, it became apparent where the problems had occurred, and we agreed on an action plan to change the direction of the business and as such avert the cash flow crisis he was currently facing. Although apprehensive about joining another group after the circumstances he had found himself in prior to us meeting, Mathew had the courage and conviction to trust me sufficiently to attend the first meeting.

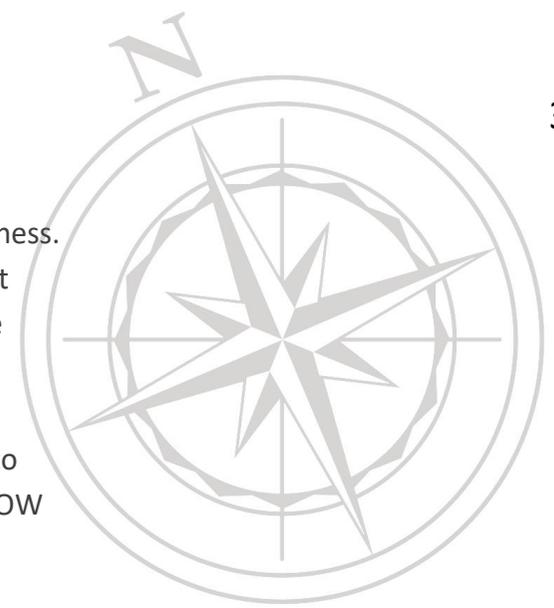
I still recall what he said as it finished, and I turned to ask how he had found his first #ADDAZERO Explorer Mastermind experience?

*“It’s like standing in front of strangers; completely naked!”*

He exclaimed; advising in the 3 years he had been a member of the previous group, he had never witnessed anything quite as deep, investigative and immediately actionable.

Over the first few months, we worked as a team to find Mathew a Tax refund of nearly £35,000; enough to cover his entire annual investment some 3+ times over. And continued to work with him through Mastermind to review and amend the systems and processes within his business.

I very much appreciated and acknowledged Mathews initial hesitation. It can be quite nerve racking to take the guidance and advice from someone outside the business, outside the industry and implement it within 'your' business. Epecially when you have previously done this and not had the best of results. However, Mathew's caution (whilst forever present) ceased to be the hurdle preventing him from making progress. And he continued to make full use of the help, guidance, support and accountability from within the group. By 'opening up' and sharing virtually the entire business to the other members of the group. He 'embraced' the nakedness he had first felt, but in doing so received some of the most profound and impactful guidance from the others within the room. Sufficient for him to take on more staff, begin to branch out in terms of WHO they did business with, WHAT type of business and for HOW much they charged.



Over the next 3 years Mathew took his practice to London, opening offices in the city centre. Bought a new building to house the Head Office enough for the planned and progressive expansion and began trading internationally. Opening his first overseas office in Dubai inside of 3 years. Mathew currently employs 3 x as many staff as he did before joining our #ADDAZERO Explorer mastermind, including both his wife and son. And has a business plan to support further role out into 7 other countries over the next 5 years.