

Case Study 'Gain more clients; make more money.'

Client Background

Maxine booked a block of business coaching sessions as she'd lost focus in her business of 18 months and confidence in herself. She was looking to regain her focus and make her business as successful as she had once believed it to be. This is what Maxine was aiming for:

Main Aims:

A more focused, successful business + improved version of me. Increase self confidence in all areas & better presentation skills. Solid business plan over the next 12 months

Steps

The first step was to put a coaching program together based on Maxine's main aims. The program covered 5 x 2 hour sessions, so Maxine could start to see and feel instant results. The 1st session included some NLP (Neuro-linguistic programming) techniques to help present herself as a confident, professional & trustworthy business woman when networking and meeting potential clients. Then it was time to perfect the delivery and content of a short business presentation in line with her short term goals.



Goal setting is essential to any business growth program. Establishing where you are now and where you want to get to, ensures focus in the right areas. In Maxine's business it helped to do this by working out what her desired monthly financial return was and more importantly *how* she wanted to run her week, what business she wanted to be doing and from where. From this point we were able to establish the steps she could take in order to get her there; a focussed marketing campaign, her own clinic where Maxine would spend 2 days per month – building up to 1 day a week, networking and speaker slots, contacts who could help her, to name a few of the steps.

Then it was all about taking action. What were the first steps she could take, checking what resources and skills she needed along the way? Eating the elephant one small bite at a time!

Throughout the coaching program it's important to assess what steps are working and what steps need tweaking and if there are any further resources, tools needed in order to achieve.

Outcome

Maxine now regularly attends networking groups within her clinic radius, she is obtaining referrals leading to client work, and she has and still is negotiating strategic alliances with local business owners and is looking into what other businesses will work well being aligned. Maxine has launched 'Maximise You', one of her main goals - her own clinic room in South Birmingham; which through the introduction of a monthly newsletter, as a way of keeping in touch with her existing client base, has been full in recent months. Here's what Maxine now says of her business:

'I'm so glad I met Clare. She is professional, reliable & extremely good at Life/Business Coaching. She was able to quickly understand my current business situation, to fixate on areas I was lacking, including my confidence & self perception, to enable me to realise my business potential. She is very structured in her approach and throughout the coaching sessions, I felt a more successful and pro-active version of myself by the finish!'

Maxine Moseley, www.maxinemoseley.co.uk Check out Maxine's video clip on how coaching helped her business grow.