

## Case Study: Building a Business

### Supporting a client to build his personal business and take it worldwide

#### The Client:

This client was a former teacher who embarked on an epic expedition, which laid the ground work for a career that has included television appearances, authoring two books and being a highly sought after keynote speaker. In parallel, he helped launch the Hong Kong office of a registered charity.

#### The Brief:

The client had limited commercial business experience and invited me to help broaden his general business skills with a particular focus on:

1. Strategic planning
2. Diversifying the business
3. More effective marketing
4. Refining his suite of keynote talks
5. Improvement of presentation and communication skills
6. Boosting business revenue through referrals
7. Identifying any weak links in his skills which needed to be worked on to maximize success

#### Client Goals:

The client was looking to capitalise on his existing business success by establishing multiple income streams while at the same time setting working boundaries that would allow him to spend time with his family and focus on his professional studies and charitable activities.

#### Action Taken:

Over a three year period we completed 24 Executive Coaching hours focusing on areas 1-5 listed above. Most sessions were one-to-one while others were conducted jointly with his business partner. To support the objectives we completed a Myers Briggs Type Indicator (MBTI) personality profiler, which enabled us to expand his signature presence and build on his preferred working style.

#### Outcomes:

- Created a broader range of business related skills
- Increased revenue by 30% in the first year. Profit this year is 300% higher and growing fast
- Developed a technique for generating referrals
- Further developed his speaking style and keynote talks
- Reduced personal frustration by developing strategies for the managing of key relationships
- Created strategies for sticking to work boundaries
- Through coaching and practice worked on sales skills resulting in a much higher close rate on enquiries

The client and I also collaborate on joint work projects, including sales and leadership training.

#### Post coaching comments:

*'My coaching sessions with Trevor have been invaluable in bringing greater focus and clarity to my business. Trevor demonstrates the perfect balance of listening and giving advice. He has helped me to prioritise goals, streamline time management, develop new strategy, and think intelligently about planning more long term. A few hours a month with*

*Trevor definitely helps the whole month to become more productive and worthwhile. I cannot see how anyone would not benefit from spending some time with Trevor as their coach. In the year following, my profits grew by 30%. I estimate that about half of this growth can be attributed to the improved strategy which Trevor enabled me to develop. Therefore the net result was that the cost of the coaching paid for itself five times over - so it was definitely more than worth doing.'*