



A-HEAD for Success Case Studies

Getting in My Own Way: J

J has his own marketing business. His marketing know-how is excellent. But he finds it hard to get new customers (as an introvert, he found networking challenging) and also procrastinates a lot. He has a real sense that he is getting in his own way. He is very good at his craft, but not so good at the business of business. What's more, he really hated networking yet understood how important it was to his business.

Process

We completed a Business Health Check and a psychometric profile to identify where his strengths lay and to get to the root of the problem.

- Identified
- Devised strategy to leverage his skills and to compensate for areas of struggle
- Worked on the content and delivery of his pitch for networking and presentations
- Enabled him to be 100% present to all the needs of his business

Benefits and Outcomes

- Confidence grew as he moved outside of his comfort zone
- Represented himself more authentically and effectively to his network and prospects
- No more procrastinating as he attends to all the needs of the business
- More new clients and greater customer satisfaction
- Feeling more motivated and professionally rounded

Overwhelmed and Tired all the Time: M

M runs a successful financial practice. He is popular with his team and his customers and prides himself on creating a positive work environment. Because he likes people, he hires based on his gut but has found that several people have not lived up to expectations and that he is spending a lot of time correcting problems or doing some of the work himself. Although profitable, his business is behind target. He has a wife who is suffering from cancer and needs a lot of care, as well as teenage children. It is no wonder that he was close to burnout. He also can't remember the last time he played golf with his friends: golf is his the one place he feels relaxed and like himself again.

Process

We had a Breakthrough Session where we conducted a Stress and Wellness Assessment and provided coaching on the results.

Benefits and Outcomes

- A greater balance between task and people-focus while maintaining a positive work environment
- A strategy to create balance between family responsibilities, work demands and downtime for himself and his golf
- A robust hiring and people-management strategy based on cultural fit and performance

- An increase in profits as he spends more time on the business and less time having to solve problems
- A stronger, more effective, results-oriented team
- More energy, less stress and increased motivation

Why Does Nothing Work Out? S

S has built her award-winning business from scratch. But she has a very high turnover of staff which meant she was spending so much money on hiring and training only to start the cycle again a few months later. Customer trust and satisfaction were affected, profits fell short of projections and she was getting more and more frustrated. She had a very good hiring and onboarding program yet she was also having to do some of the work that her team were unable to fulfil, often at very short notice to meet important deadlines. In addition, she felt let constantly down by her family and friends and divorced her husband acrimoniously. She found relationships very trying and was feeling increasingly isolated and unsupported.

Process

We conducted a culture audit in the business to determine any hidden issues. In addition, as S wanted to resolve the issues quickly, a whole day was dedicated to this with the Time Out Retreat option. The initial assessment revealed that she hired great people but that there was a culture of fear. The challenge lay in how she managed both people, expectations and problems: changing from supportive and kindly leader/friend/partner to chief executioner and the person would be asked to leave immediately or, in personal relationships, would be ghosted.

Benefits and Outcomes

- Clarity on the themes creating the issues both in her personal life and career and strategies on how to overcome them
- Developed a more consistent management style which created a more open culture
- Improved delegation skills so that employees were taking more responsibility
- Learned how to accurately assess a situation and how to address it appropriately and in its early stages so that small problems no longer became big problems
- A more motivated, effective, loyal workforce
- A greater ability to adapt these skills to her personal relationships which helped them thrive even in the face of challenge. Even her relationship with her ex was easier

If you would like to find out how to overcome any blocks to enjoying more success with less stress, call me, Tricia Woolfrey on 0345 130 0854 or email me at ticia@triciawoolfrey.com.



5D Profit Through Performance Model

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