

## Business Coaching Was the Difference: I learned to say “YES”

My client is a small business owner and entrepreneur. His small businesses include a staffing company and a corporate culture consultancy. He was struggling with both sides of his business. His success has almost seemed too good to be true. His total revenue was around \$150,000 and he was doing all of the work himself. He had no employees.

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Partnering  
Plan

1 hour a month business coaching

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Advisory Brain Trust

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Consulting work for a new business idea

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We worked together for 9 months in 2021 and he has had amazing results. He stated that the three things business coaching provided for him was.

1. Speed to market has improved. What used to be 3-4 weeks is now 2 days on the low fast end and 7-10 days on the high slow end.
2. Profitability has improved. Revenue increased two-fold due to his speed to market.
3. He has entered into several profitable partnership which is growing his business.

At the end of the year, I asked him what his disappointments were in 2021. Surprisingly, he said “Nothing has been disappointing”.

I then asked him what he feels he achieved by receiving executive coaching and advisory brain trust work. He feels his time management and accountability have improved significantly. He said that the investment of time and money was an investment that required him to be available mentally when asked in-depth questions during the coaching sessions. He said that the time management piece is why he was able to enter into profitable partnerships. Finally, the introductions and networking he received through our work together with other business owners has afforded him with connections that are significant to him personally and professionally. He has created speaking engagements and is now an on-demand speaker for corporate culture.

The best thing this client said was: I learned not to make my product lower than what it is. I think the other advisory brain trust members do not know what they are able to do for others. They taught me how to say “Yes”.

At the end of 2021, we also turned our discussions to the risks that his business faces. First and foremost, is sustainable and profit growth. As we explored this, he realized he was had to hire help. He now has two full-time employees that do the “grunt work”; leaving him time to grow the business and be very intentional with every new client. A second risk factor is trust. With the new partnerships he is forming, he is attempting to be extremely careful to partner with only the right people since connecting with the wrong party will hurt his business. He also has a new product coming out in the second quarter of 2022. His biggest risk is not being in control of the timing for this product. He is very aware of this and is doing everything within his power to mitigate the situation.

We then turned to what executive coaching has done for him on a personal level. He said that he his own internal outlook from the founding of a consulting and staffing agency to the founding CEO of a multi-million dollar brand and conglomerate. He says that his confidence has totally changed and he now sees his future with clear eyes. He has engaged with an executive health coach to improve his health wellness and fitness due to the conversations we have had.

To put this in a perspective, this is what an executive coach should be able to do for you.



On a personal side, he has had several challenges this year. His father is ill and has been in and out of the hospital several times. My client and his father had Covid-19. His children have been in and out of school due to having to school at home. My client has relocated to improve his business opportunities. Through all of this, he has had me and his advisory brain trust partners providing emotional support.

My client is on target to grow his revenue 3x this year over 2021, at a minimum.