

Business Coaching Case Study



After initially starting out as part of a franchise, Frances Turnbull decided to go it alone and followed her ambition to teach children through melody with her company Musicaliti.

With classes aimed at children as young as a few weeks old all the way up to 7 year olds, Musicaliti provides a safe and rewarding environment for a range of ages and abilities to develop their confidence with music.

www.musicaliti.co.uk

What was the client brief?

After a period of working within the confines of a franchise agreement, Frances Turnbull was considering a new direction for her musical group and needed some advice. Frances had worked with Jeanne Kelly in the past, and informal discussions at local networking sessions led to the relationship being rekindled within the North West Development Agency's High Growth programme run by Winning Pitch

"Jeanne's enthusiastic approach to my situation really helped", says Frances, who at the time was unsatisfied with the franchise setup. "After talking things through with Jeanne her take on the situation was simple...if the franchise was making money then why couldn't I? It really got me thinking and we arranged for regular business coaching sessions every month".

How did JMK help?

Jeanne's approach to the coaching sessions for Musicaliti stems from an understanding of where Frances has come from and her background in the business. As with all entrepreneurs Frances is close to the every-day detail of her business and she says, "Jeanne helped me to take a step back and look at the picture objectively".



Frances Turnbull leading a session

One incident in particular illustrates how valuable this advice turned out to be; "I had received some negative comments from a client", says Frances, "and I was

struggling not to take it personally. Jeanne saw the potential in the situation and encouraged me to approach the client for more detailed feedback." By detaching herself from the situation, Frances was able to retain her client and adapt her classes to encompass the feedback sought.



Babies enjoying their music class

Working with Jeanne has helped Frances to clarify her thoughts on how Musicaliti will develop. "Jeanne

and I work out clear actions I can take to get my business where I want it to be," says Frances. "The targets are realistic and workable within the timeframes set, but still challenge my ambition for business growth, and our regular sessions help to make sure everything is on track".

Would they use JMK again?

Frances is currently receiving 5 days' of business coaching with Jeanne Kelly through Winning Pitch's High Growth programme and believes this should be sufficient support for her current business needs. When asked about recommending JMK Marketing to others Frances was clear, "I would definitely recommend Jeanne to other businesses needing coaching through difficult decisions. Where Jeanne differs from other business coaches is in her ability to listen to your problems and help you find a clear path to get where you want to be."