

Business Coaching Case Study



In October 2008, Carol Graves decided to invest in a franchise opportunity, establishing herself as a LighterLife Counsellor. The organisation promotes itself on a more rounded approach to weight loss, offering counselling and advice to its members helping them understand, and change, the reasons behind their current eating habits.

After receiving some advice from the franchisor, Carol then needed to organise her business development plan, and focus her enthusiasm and ambition to ensure the success of her venture into its next stage of growth.

What was the client brief?

It was Carol's bank that originally suggested she get in touch with JMK Marketing in January 2009, recognising the company as a local source of practical business advice.

Carol recalls, "It was Jan's approach that really impressed me. She is extremely methodical but subtle, letting me chat to her for half an hour, then summarising my ramblings, and putting her finger directly on what I needed to focus on next".

After the initial client meeting, it became clear that JMK Marketing could help Carol to better understand what was involved in setting up a franchise, and where her money was being spent. Although she had the support of LighterLife, it was the understanding of how to market herself, and advice concerning the necessary planning and structure that Carol really needed in the early stages.

How did JMK help?

Jan Kelly arranged regular meetings at which they could discuss any matters that Carol was looking for support in. Carol was able to freely express any concerns in an open forum, and use Jan's business experience to sound-off any new ideas.

Carol remembers "regular meetings with Jan helped to develop my confidence in the business. Jan is very thorough, and helped to plan my next steps on a monthly basis, keeping my business development on track".

Jan agrees, adding "Carol was extremely focussed on her business development. At every meeting we would talk through progress against the action plan, and she would give me an update on what she had achieved since we last met."

In addition to adding structure to her development, JMK also coached Carol in how to become more customer-focussed, helping her plan for where her customers would come from in the future. Jan says, "We talked about things like how to build the business, considering pricing strategies and how to get people to buy into the concept of Carol".



Carol Graves

With her network of local connections, Jan also introduced Carol to some invaluable contacts in the local health professions, local exercise and yoga groups. Carol says, "With Jan's contacts I got involved in local networking meetings, from which I gained direct referrals."

Would they use JMK again?

Thanks in part to the advice and support of JMK in the early stages, Carol Graves is currently running a successful business and understands better how to generate sales for the future. "Everything at the moment is great", says Carol, "but should I need to consider new ways with my business I would definitely call on JMK again, and would be happy to refer her to other businesses."

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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."