

Growing a Business

Coaching is a potent tool for those entrepreneurs who have a burning desire to grow their businesses. It helps in opening new dimensions in thinking about the day-to-day challenges. Coaching also gently steers them towards taking strategic actions to take their business to the next level. This case study is about a small business owner who wanted to grow his business.

Scenario

This small business owner worked in the hospitality industry and had a team of around 50 employees. When he contacted us, he indicated that despite being very innovative and unique in their offering his business was not growing. A lot of key people were leaving, and the company was struggling in direction. As a result, he also suffered high stress and anxiety on the personal front. He considered himself very creative and enterprising but did not think he had anybody, second in line who can take it up.

It is a typical scenario in small business and when the leader believes that he must do most of the work himself to get things done correctly - and the company can't grow as a result.



Case Study

EXECUTIVE COACHING FOR BUSINESS LEADER/ FOUNDER





Outcome

By the end of the six-month engagement, the business owner experienced transformation on multiple accounts.

- He completely **changed his style of communication** with the team.
- Learned the art of **coaching and Situational Leadership**.
- **Started delegating more with confidence**. It resulted in reduced attrition.
- The **team started taking more accountability** as they were no longer micromanaged.
- This led to more focused effort on business development with more innovative strategies. Business revenues increased by **20 % within the first six months and subsequently by 80% in one years' time frame**.
- Started focusing **on overall health and well-being**.

Our Approach

We started the engagement with a 360-degree assessment to understand the common perception that people carry about him. The assessment gave us some insight into his strengths as well as limiting behaviours. Specifically, our client was powerful in taking consistent actions, continually innovating, and relationship management with clients. These strengths supported him as a small business owner and bring his organization to where it had reached.

On the other hand, he was forthright to the extent of being harsh with his staff, did not listen to their ideas, and above all was not comfortable entirely depending on them. He was practically micromanaging. Moreover, this was a blind spot for him.

The assessment and the subsequent chats helped him see more clearly his leadership style, and to understand that the reason why he is stagnating is due to lack of his focus on leadership development within his team, his inability to let go and lack of time and energy to have focused BD effort.

The coach and the business owner agreed to set a goal to enhance the overall sales. A secondary aim was decided to develop his next line of leadership.

Through intense conversations, the business owners had multiple realizations over a period which led him to take the timely corrective actions. He realized that he must change the way he interacts with his team and should consciously start nurturing few potential leaders in his team.