

Case Study

Sue Wassall, Managing Director of Optomeyes, explains how Jeff has helped transform her business.



My profitability has increased
by 400%

Background

I started the business in February 1999, and it was plateau for many, many years. It was frustrating, I think I probably wasn't in the right mindset or didn't have the right knowledge myself as to how to make the business grow.

I was very much almost like an employee working within my own business. So, I think it would have been a very different story if I hadn't been working with Jeff, particularly in this last year.

Coming into focus

I think the biggest impact was the mindset change in myself, of realising that working on the business rather than just being in the business all day long. Just how significant that is. And, also, just becoming a better leader of my team. Maybe standing my ground more, pushing back and making sure that decisions that I wanted to happen, things and processes that I wanted to happen within the business did actually take place.

Results

There have been coaching sessions where he has put me under enormous amount of pressure to answer or come up with a solution. Which I was adamant there was no solution for. It just wasn't going to work.



He pushed and pushed and kept asking the same question in a slightly different way until I just had this amazing moment of 'oh this will work; this is the solution.' If it hadn't been for that pressure, I wouldn't have found that result. But, the feeling, I just felt so pleased with myself. My turnover in the last year has increased by at least 10%, possibly a little bit higher. My profitability has increased by 400%, if not slightly higher than that as well.

Future

As a business I now feel much more confident, I know that I'm now on the right path. And, if I actually stick to getting things done the way I want them to be done, we'll get the results that way. Friends and family all see me as being more confident, but happier, having more time to spend with them, more relaxed, less stressed about the business. Very positive all round.

And just understand that you might know the ins and outs of your own business but not necessarily how to grow it and develop

that's where you need a coach that understands all that, to guide you in that direction.

