



## CASE STUDY: BUSINESS

# Case Study – Business

## Case Study Construct

All case studies for the [askacoach.com](http://askacoach.com) site have been compiled from real-life coaching sessions conducted by Master Coach, Noel Posus. That said, all identifiable client information has been removed, and where necessary, some specifics of the coaching process may have been edited to ensure anonymity of the client and/or to condense a lengthy coaching relationship into a smaller, more manageable format to read and study.

In some cases, a composite of various clients has been created to make a case study which covers more potential scenarios in one document.

These case studies are high level only and will not go into extraordinary detail regarding conversations (from either email or phone coaching) between coach and client. The purpose of our case studies here is to be able to identify the presenting objective and/or issues of the client, and how the [askacoach.com](http://askacoach.com) coach and methodology supported the overall coaching process, and to explore the outcomes.

## Client Overview

The client presented with the following business coaching goals via an email coaching session:

- o The client shared that they had been in business for a few years now and were really struggling with it. They indicated they worked “far too many hours for such a little return”. (client’s words)
- o The client wanted to understand more about how to achieve the business results they were after, although the client didn’t really share great detail about these goals, and what they did share wasn’t too specific or measurable.
- o Additionally, the client shared that they loved what they did for business and that they didn’t want to lose the passion for it, or have to quit and go to work for someone else, just because they couldn’t make it on their own.

This client had a number of email coaching sessions with [askacoach.com](http://askacoach.com). Therefore, the case study comments below span these many sessions.

## Methodology

The initial email coaching response first acknowledged the client for sharing the information they had and for the big step to reach out to [askacoach.com](http://askacoach.com) for support at this time.

It's important to note that all [askacoach.com](http://askacoach.com) coaching sessions, whether email or phone, result in a written response and a selection of relevant documents from our Resource Library attached.

In the initial session, the following was covered:

- Gaining clarity about the client's vision, mission and values for the business (this was carried over in the subsequent sessions)
- "The 7 Keys to Business Success" – to help the client understand the above point and also to give them some exercises to start developing an inspiring vision to keep them focused on moving forward.
- As the client didn't provide much detail about the obstacles they saw in the way of their business success, a number of questions about this were provided along with some general tips about designing solutions for business obstacles.
- "SWOT Analysis" – to help the client explore what is working well as well as the areas for improvement, opportunities and challenges to come.

In subsequent sessions, the following was covered:

- A review of the Vision, Mission and Values statements created by the client.
- "ADRI" – Approach, Deployment, Results, Improvement Model to help the client implement some more robust project planning methodologies around managing the company
- "The Wheel of Life – Business" – this is a very detailed and extensive exercise looking at a number of key management areas. This exercise went across three sessions.
- "Management Competency Wheel" – to help the client self-evaluate their own skills in management and to develop a professional development plan.
- "Leadership Competency Wheel" – as a follow up to the management wheel, to further support the professional development plan.
- Discussed strategies to develop a Succession Plan.
- Sharing of various coaching models for the client to explore in working with their own staff and customers, including "The GROW Model"

## Outcomes

The client accessed the [askacoach.com](http://askacoach.com) service for roughly three months with about 15 email coaching sessions. We never moved to phone coaching.

The client was able to shift their thinking about their business and their own skills as a business person, and ultimately also shifted the results from just barely covering costs and making a meagre profit to doubling their revenue within three months.

The client's response to the Coaching Experience Satisfaction Survey included the comments below (reprinted with permission):

"I've had executive coaching when I used to work with my old employer, so I had an idea of what to expect, but I wasn't sure how it would work via email. It was worth giving it a shot at least. I'm very glad that I did."

"My coach was so helpful and kept pace with me as I continued to throw new questions, issues and challenges at him. He always had questions and tools for me no matter what the situation was, and I was impressed with how quickly I received all my responses. In most cases, I got a response in just a couple of hours."

"I was surprised at how much I needed to look at myself in this process versus just looking at the business. At times it was pretty uncomfortable and I even got caught out making excuses every now and then. I'm glad my coach held me to account and wouldn't let me get away with my crap. I've grown so much as a leader and as it turns out, being an effective leader was the solution to my business the whole time. The business wasn't broken. In a way I was. I'm now quite proud of the leader I am today and my clients and staff have definitely responded better as a result of my own shift in thinking and behaviours."

"Thank you for sticking by me during this process. I'd easily recommend you again and again."

## Contacts

If you have any questions regarding the [askacoach.com](http://askacoach.com) service, please direct them to Noel Posus, Director and Master Coach as per the details below.

Noel Posus  
Director and Master Coach  
E: [noel@askacoach.com](mailto:noel@askacoach.com)  
W: [www.askacoach.com](http://www.askacoach.com)

PLEASE NOTE:

This document is written in Oxford English versus American English.