



## COMPANY PROFILE

- Energy management company
- In business for 8 years
- Managing approximately 1000 accounts
- Company value: approx. \$8 Million
- Management led by husband and wife team
- Cincinnati based

## PROBLEM

The client is a professional services company that has been in business for 8 years. They are managing approximately 1000 accounts and have a company value of approximately \$8 million. The company is managed by a husband and wife team and is based in Cincinnati. The client is looking for a personal coach to help them with their business and personal life.

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## SOLUTION

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OUTCOMES >>

# CASE STUDY

Personal Coaching  
with Company Owners



*"Laurie's expertise and creativity came to us at a perfect time. She comes from being an entrepreneur, moving to corporate America so relates on many levels with us, personally and in our business. I refer back to many communication and business planning exercises that she's led us through that have continued to benefit us and our employees.*

*Because of her direction and coaching we are set to reach our goal to double our business in the next three years and my wife and I are beginning to step away from the day to day operation."*

*-Company Owner*

Another “story” image



## Outcomes

By going through the strategic planning process, the owners developed a clear plan to take their business to \$15 million in value, and they structured the business and their team around that plan.

The changes within the team encouraged employees to become more accountable and engaged. Employees began taking on more responsibility, offering their own insights and leading initiatives to help reach company goals.

Personally, the owners benefited on multiple levels. Both were able to communicate more clearly with each other about the direction of the company and their personal lives.

The owners' plans and actions included steps to allow the wife to move out of the business and pursue her own personal goals, while the husband could continue to grow the business. They hired a new office manager who allowed them to step away from day-to-day management activities and focus on higher level strategic planning, and they hired a sales manager who was more closely aligned with their goals and culture.

*“Laurie truly cares about her clients success on a personal as well as a professional level. She is a true professional and someone that I'm glad to work with.”*

*-Company Owner*