

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

After 8 years in business, the owners of the business found themselves overwhelmed with the rapid growth and success of their company. They lacked solid skills of delegation and accountability, and were therefore not utilizing the competencies that their team was able to offer.

As they described, "We feel that we've lost control. The company and our employees are running us." The wife desired to move away from the day to day operations of the business but she lacked the confidence in her staff to manage themselves or fulfill additional responsibilities and thereby free her.

Furthermore, the owners did not have a strategic plan for the future of the company. As a result, their decision making lacked focus and consistency, thereby confusing employees and the marketplace.

The owners recognized that in order for the company to continue to grow, they would need improve their leadership abilities and change the way that they interact with the business and its employees. Hiring a sales manager was an immediate need so the husband could focus on higher level relationships with current clients.

SOLUTION

Laurie helped the owners develop a 5 year vision and plan for the company and for their individual, personal goals.

Laurie then helped the owners fully engage their team in achieving those goals. The owners involved employees in creating a 1 year business plan with clear goals, and strategies and tasks for achieving those goals. They also developed an organizational chart to define roles and responsibilities for current and future staff. Then, by utilizing a personal assessment tool, the owners were better able to evaluate their team members' skills and strengths and assign the right employees to each position.

Throughout these structural and cultural changes, Laurie served as a sounding board and helped keep the owners and team on track in considering their long term objectives and full potential.

OUTCOMES >>

CASE STUDY

Coaching the overwhelmed owners of a successful company to achieve greater control and freedom while positioning the business for its next phase of growth.



"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



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