

## COMPANY PROFILE

- Established family-owned business expanding into a new market.
- Subsidiary annual revenue: \$400,000 at start of coaching.
- Projected sales: \$1.2 Million

## PROBLEM

A young business owner wanted to be more independent from the parent company in developing the subsidiary business that was expanding into a new market.

The owner lacked leadership and management skills, and as a result, employee development and staff productivity suffered.



## SOLUTION

Laurie helped the owner identify key aspects of his current situation: challenges, successes, opportunities, threats. She coached the owner to define his own goals—independent from those of the parent company—and clarify the desired relationship with the parent company (family members).

Additionally, Laurie helped the owner develop his leadership and communication skills in order to tap into the potential of his employees. She also met with the different managers to coach them into more effective leadership in running the operational aspects the business, freeing the owner to focus on sales.

## CASE STUDY

Coaching a young entrepreneur developing new markets for an established family-owned business.

*"I have worked with Laurie for over four years and continue to see great value in her insights for my personal development and my team's leadership development.*

*As a result of her work with us, employee satisfaction and overall company growth have grown significantly. I would recommend her to any decision maker seeking to take what they are doing to the next level."*

*-Business Owner*

OUTCOMES >>



## Outcomes

The owner was able to establish greater independence from family influences in running the business, while still utilizing the administrative and HR functions of the parent company.

The owner developed a strategic plan that included total independence from the parent company.

To increase his leadership skills, the owner joined an executive roundtable group, giving him exposure to businesses outside of his industry and influencers outside of his family.

The owner established regularly scheduled meetings with staff members focused on long- and short-term planning and accountability, ultimately creating greater autonomy for the staff and more flexibility for himself.

The managers became more effective leaders with the people they manage and engaged in more effective communication with the owner.

The owner was able to focus more on higher level strategy and relationships. As a result, the company was able to expand into three new territories and include new product offerings.

*"Laurie's ideas have helped us tremendously, not only with increasing sales but with keeping our employees motivated. I would highly recommend her, and anyone can call me to discuss."  
-Business Owner*