



CASE STUDIES – BUSINESS COACHING

Renewed Business Focus

Unconscious Potential was engaged with this organisation through the Enterprise Connect program. Enterprise Connect is a \$50 million a year program designed to help Australian small to medium enterprises (SMEs) to improve their competitiveness, productivity and growth potential. The key objectives of the engagement were to

- Define an organisation chart for in line with the company vision and future growth strategy.
- Document position descriptions for each defined role
- Provide individual and team coaching to the management team to support the implementation of the new structure as well as development of required business strategies

Resulting from the work undertaken with Unconscious Potential supported the organisation to identify and address road blocks in the organisation supporting them to set an agenda for moving forward. This included facilitation of strategy sessions which included setting organisational goal, scheduling and assisting with focus. Resulting from the work undertaken, the organisation implemented the following

- Establishment and execution of regular production meeting supporting focus on key work priorities
- Recruitment of a Business Development Manager and other resources to support their growth in the market
- Renewed focus by the organisation on key areas of research and development

Business Owner Finds Balance

This small business had been operational for around 12 months at the time the owner sought the assistance of a coach. The business was successful with a great team in place. The owner however, understood that to grow the business further, needed to make changes. This included changes to the way the owner worked as well as regaining a balance in other areas of the owner's life which had been "placed on hold". Through the execution of an effective coaching program, the client became very clear about their primary task in the business in turn refocusing efforts to achieve the following:

- Developed a staff member to a manager role who focused on the day to day tasks of running the business
- Defined a strategy for achieving business and personal goals for the next 12 months
- Learned key time management skills in turn creating a weekly plan allowing time to develop the business
- Created a balance in the working week allowing time to pursue personal interests, family and undertake self development