



## Building a Future Business

### What was the problem?

C has run a successful marketing company for 5 years. Whilst loving the work that she does, she felt that she wants to work less hours in the business without compromising customer care or business growth. C wanted an independent outside observer to take a look at how the business was being run and how she managed her time and her priorities to see what could be improved. C had also purchased another business which she felt wasn't receiving the focus it needed.

### What actions were taken?

With help from her coach, C took a number of actions. These included:

With help from No Limits Coaching, K put in place a number of strategies. These included:

- Identifying where her time was actually spent and recording how much time was spent on each activity
- Having a clear picture of how much time she wanted to spend
- Preparing for the following day's work at the end of the previous day
- Building a vision of her business for the future
- Working out when she was at her most creative
- Dedicating time to marketing her own business

### What was the outcome?

- Recognition of where time was unproductive and was being wasted
- Generation of a workable to do list for each day created the night before, thereby freeing up her evenings.
- A method of rewarding herself when she tackled the tasks she had put off doing
- A feeling of relaxation and calmness which enabled her to enjoy her evenings and weekends rather than feeling fraught and always on edge.

### C's Comments

"My business has grown very rapidly and very suddenly and I found myself spending long hours trying to get everything done. I was not getting enough time to the things I wanted to do outside work; in addition, at work I felt as if I was always rushing to get everything done and not giving my clients enough of the personal attention they needed. With Kathryn's help, I identified a few problem areas. She encouraged me to keep a very detailed account of how I was spending my time. After only one week, it became very clear where I was wasting time. She also encouraged me to spend more time planning each day and each week, to make the best use of my time. I now have some systems in place and tools that are appropriate to me, to help me maintain control. They have already become habits. I now spend fewer hours working each week and feel like I have far more control of my time and my business.

Kathryn's approach is refreshingly different to other coaches for two reasons. Firstly she encouraged me to think about all the things that I feel are important in my life, rather than the things that she thinks should be important. Secondly, the intensive burst of four coaching sessions over a month really pushed me to achieve as much as could – it was almost as if I knew I didn't have much time, so had to work really hard to do the things I said I was going to do in the short space of time."

