

COACHING CASE STUDY

FEATURING



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COMPANY BACKGROUND

AndiSites is a boutique web design agency specializing in the design, development, and maintenance of WordPress websites.

BUSINESS CHALLENGES

Small business owners come to a point where they need to decide if their company is fine being "safe" and "ok" or if they want to take it to the next level and turn it into something special that can compete with bigger companies. After AndiSites won several awards for website design and development, owner Andrea Ferguson knew she had something special, but she needed help taking it to the next level.

Andrea had worked with several business coaches before and had been burned. "They all had a very set way of doing things and it wasn't always in sync with the way I wanted to run the company," said Andrea. "I could see that Jim's approach was more personalized. He was respectful of how I wanted to do things and where I wanted to take the company."

Andrea's goal is to have a tangible growth plan in place so she doesn't feel like she is floating around, lucky to be alive. And she not only wants her company to make money, but have it serve all of her personal dreams as well. That's where Jim's coaching has been extremely valuable.

JIM'S SOLUTION

Jim works with Andrea to define the overall vision of AndiSites and set measurable goals for growth, based on the Rockefeller Habits best practices for high-growth companies. He turns scattered approaches into focused, ongoing processes.

"Jim keeps my mind from spinning off the planet with all the ideas I have for this business," says Andrea. "He helps me narrow my focus. His knowledge is deep and he is very generous with it. He is always giving me books and articles to read for 'homework', and I love that. He knows the things that are going to light me up, and conversely, the things that I am never going to do. He really tailors his approach to the individual."

Andrea keeps Jim on-call to help with specific challenges including hiring and pricing, in addition to regular coaching sessions.

"He asks the hard questions: Do you have the right people? Can you afford to do this? What products should you be offering and not offering? I'm seeing very tangible results."

RESULTS

Since Andrea began working with Jim in the latter half of 2015, AndiSites increased revenues and is better positioned among its competitors to win more business.

"I attribute this to knowing much more deeply who we are as a company," says Andrea. "I go after bigger clients, I am more confident in pitches, and we are getting contracts that we were not getting a year ago. Everyone needs someone who has a purely objective view of their company to tell them what's what. It has certainly been a big help to me. I feel much more in control of the direction of my company and Jim is no small part of that. I look forward to continuing the relationship." – Andrea Ferguson



Find your WHY and create a long-range plan for your business with predictable results.
Contact Jim to get started.

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