

COACHING CASE STUDY

FEATURING



“JIM RESTORED MY CONFIDENCE IN WHERE MY BUSINESS IS HEADED. I KNOW WHAT I’M DOING AND WHY I’M DOING IT, AND I’M MOVING FORWARD.”
– SCOTT WALKER, FOUNDER AND CEO, PLEASANT GREEN GRASS

COMPANY BACKGROUND

Pleasant Green Grass was founded by Scott Walker in the community of Pleasant Green, Durham, NC and has become the region’s largest and longest running organic lawn care company, offering turf programs, maintenance programs, and landscape installation.

BUSINESS CHALLENGES

In 2014, Scott found himself pulled in too many different directions when it came to running his business. “I knew I had something good going on, but I needed to focus,” said Scott. Focus on what exactly he wasn’t sure. “I was at the point where I knew that getting help from a professional was the only way I was going to be able to progress in the business.”

Scott met business coach Jim Jubelirer on the job site. “He was a client of ours,” explains Scott. “We would have discussions about business when my team came to take care of his lawn. I liked his personality, I liked his coaching approach and growth methodology, and it happened to be exactly what I was looking for at the time.”

JIM’S SOLUTION AND RESULTS

For one year, Jim and Scott met weekly for one hour, both on the phone and in person. “It started with Jim discovering what my business was all about. He spent time inquiring into what we do and

how we do it, and only after he had a good grasp on my business did we start focusing on particular areas to work on.”

A big focus for Jim was working with Scott to delegate more responsibility to his employees so he could free himself up to work on the business and not in the business. As Scott delegated more of the day-to-day operations to his employees, he turned his focus to the big picture items, including the mission and vision of the company.

“When you lose sight of where your business is going, you lose control,” explains Scott. “You may be busy, but you’re not moving forward. Jim helped me identify the big picture items that would make a big difference in the business. Along the way, he kept me grounded and he kept me focused.”

Another major change Jim implemented is the daily huddle, a quick and simple meeting Scott has with his employees each morning. “The daily huddle keeps everyone moving in the same direction,” says Scott. “Not only does it keep communication flowing, but I see an improved morale and increased sense of comradery between my employees. Everyone feels like they’re on the same team.”

“Jim restored my confidence in where my business is headed. I know what I’m doing and why I’m doing it, and I’m moving forward.” – Scott Walker, Founder and CEO of Pleasant Green Grass



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

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