



The Background

Taylor is the CEO of a small, fast growing business in New York City that is highly client focused. Taylor is responsible for the direction and growth of the firm and spends his time promoting and operating his business. He is an extremely hard working individual who feels that he needs a sounding board and someone who can help him gain clarity on the direction he is taking his business.

We followed the **GUIDE** coaching model to help Taylor reach his goals.

G

Goal
Setting

U

Understanding
You

I

Implementing
Change

D

Developing
Habits

E

Evolving
your Identity

Goals

Taylor worked with us to create a clear set of **goals**, the first step (Step G) in our **GUIDE** model. His goals included:

- Learning to work smarter, not harder
- Exploring how to scale the business without having to hire an army of people
- Getting more consistent feedback from clients
- Having a system to track progress and to address concerns



Our Approach

We began our process by conducting interviews to **understand** his main objectives and motivators, the second step (Step U) of our **GUIDE** approach. We took a step back and asked questions such as “What are the top 3 priorities for your business this year and 5 years from now?” and “What derails you from focusing on your top priorities?”

This discussion allowed us to assess his main strengths and weaknesses. We were able to analyze opportunities and threats for his business as well as establish his main priorities. These priorities included growing his business, making it more efficient, and gaining more clients.

In the monthly two-hour sessions, we worked vigorously and systematically on how he would reach his goals. We **implemented** tactical solutions for him to combat his blockers and helped him change his management style as his company grew (Step I). We did this by asking where a large amount of his time was wasted and setting up boundaries. We helped Taylor **develop** time management skills and good habits in running his business so it was more self-sustainable and he could use his energy more efficiently (Step D).



Impact

Taylor **evolved** (Step E) as a leader and delegator by expanding his team and growing his business effectively and efficiently. As his team grew, he was able to service more clients but also able to spend more time with his family. He now had a much more structured approach to running his business. By the end, he was able to achieve his goals by increasing his revenue by 30% as well as increasing overall client satisfaction.





LET'S GET IN TOUCH

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