

Case Study

How mentoring helped Sarah's business make more money.

Overview:

Sarah is the owner of a health and safety business, established in 2013, and with a team of 7. She has seen steady growth but was finding it increasingly difficult to take her business to the next level. Despite her hard work and dedication, her revenue had plateaued, and she was feeling stuck and frustrated.

Problem:

After talking with Sarah, we quickly realised that one of the main issues was that she lacked the knowledge and skills to effectively market and sell her products at the level she was aiming for. She had a great product, a loyal client base, and had achieved great results to get her to where she was, but she couldn't attract new clients and grow her revenue into her new target markets.

Why it was getting worse:

Sarah was feeling overwhelmed and unsure about what to do next. She was spending a lot of time and money on marketing efforts that weren't producing results, and she was starting to feel like giving up on her business altogether.



Solution:

Over the course of several months, Sarah worked closely with us to develop a new marketing and sales strategy that re-connected her with her vision. We helped her identify her new target audience, refine her messaging, and develop a sales process that was tailored to her business and the way she and her team wanted to work.

Result:

As a result of the work we did together, Sarah was able to increase her revenue by an amazing 50%, and profit by 70%, in just six months. Something she thought was impossible. She is attracting new clients, converting more sales, and both she and her team feel more confident and motivated than ever before. She has also successfully grown her team to 9 people.

Conclusion:

Sarah's experience is just one example of how mentoring can help business owners overcome challenges and achieve success. By working with a mentor who has relevant experience and expertise, Sarah benefited from personalised guidance and support, was able to access valuable resources and connections, and develop new skills and capabilities.



Testimonial:

When I approached Mark seeking advice on how to grow my business, I was struggling to increase revenue and reach my target audience effectively. I was stuck and frustrated. Mark helped me identify the gaps in my business plan and marketing strategies. He assisted me in developing a stronger brand image and gave me new ideas about how to reach my target audience more effectively. With his help, we created a business plan that streamlined my operations, reduced costs, and increased profits.

The most significant impact of Mark's mentoring approach on my business was the significant increase in profits. He helped me identify new opportunities and showed me how to capitalise on them, allowing me to expand my business and reach a broader audience. I also learned how to manage my finances better, improving cash flow and reduce overheads. Overall, Mark's guidance and support has and still plays a critical role in my business's success. With his help, I can achieve my goals profitably and level-up my business. I highly recommend Mark's approach to anyone looking to grow and level-up.



Sarah M.

Founder, health & safety sector.
Aylesbury, UK.



Case Study

How mentoring helped John's business save money and save time.

Overview:

John is the CEO of a financial planning business, established in 2018, and with a team of 12. With a rapidly expanding business in high demand, John was struggling to manage his team and his time effectively. Despite his best efforts, he was constantly feeling overwhelmed and behind on his work and was losing his sense of achievement.

Problem:

After talking with John, we quickly realised that one of the main issues was that his work, and that of his team, had overtaken their ability to innovate. John and his team had simply become so busy that they didn't have the time to effectively review and improve the way they worked, this alone was costing them more and more time and money.

Why it was getting worse:

To make matters worse, John was missing opportunities because he was spending too much time trying to organise his team and on administrative tasks, and not enough time on revenue-generating activities. He knew he needed to make changes, but because he was so busy, he didn't have time to reflect and review, which meant he couldn't work out where to start.



Solution:

Over the course of several months, we worked closely with his team to record their working practices and identify and develop a more efficient workflow, nurture his strengths and delegate his weaknesses. We also helped him implement systems and tools to automate routine tasks and streamline his business processes.

Result:

As a result of the work we did together, John has gained, on average, 7 hours per week by improving efficiency and productivity. His team have also seen increases in productivity. He is now working to his strengths, and delegating tasks to his team, which plays to their strengths, freeing up his own time to focus on growing and scaling the business. He has also been able to reduce his operating expenses by implementing more efficient systems and processes and reduce absenteeism because his team are more motivated. The average productivity multiplier across his team has increased from 1.7 to 2.3 in just 3 months.

Conclusion:

John's experience is just one example of how mentoring can help business owners save time and money. By working with a mentor who has relevant experience and expertise, business owners can gain personalised guidance and support, access valuable resources and connections, and develop new skills and capabilities.

If you're struggling to manage your time or your team effectively, consider finding a mentor who can help you improve your productivity and streamline your operations. With the right guidance and support, you can save time and money, and achieve greater success in your business.



Testimonial:

I would like to express my gratitude for the immense support and guidance provided by my mentor Mark, who has helped me to save both time and money in my business operations. When I initially reached out seeking assistance, I was struggling to manage my own time effectively, delegate and keep my team motivated.

Mark's expert advice and insights help me identify areas where I can make significant savings. He shows me how to streamline my operations, reduce costs, and optimise my resources effectively, which saves me countless hours and makes a significant positive impact on productivity across the whole team. By showing me how to identify opportunities for cost savings and how to negotiate better deals with suppliers, I have made significant savings on business expenses, allowing me to reinvest those resources back into my business.

Overall, I can confidently say that working with Mark has played a critical role in my business's success. His guidance and support helps me to focus on growing my business and achieving my goals without worrying about spiralling costs. I would highly recommend mentoring with Mark Jarvis to anyone looking to improve their business operations and achieve their objectives.



John S.

CEO, finance sector.
Leeds, UK.



Case Study

How mentoring helped Amanda lower her exposure to risk.

Overview:

Amanda owns a retail fashion shop, opened by her mother in 1998, with 2 full-time and 3 part-time staff. She really wanted to open a second shop but was struggling to reconcile the risks associated with scaling her business in that way, including a hesitancy to take on new ideas in case they failed, expanding her team without the revenue increase to pay them, particularly in light of the impact of the global pandemic of 2020, and increasing competition in her markets.

Problem:

Each of Amanda's worries were valid of course, we all face these and other challenges every day. Amanda's sticking point was down to the balance between risk and responsibility. The key point for Amanda being "I'm responsible for the wellbeing and financial security of my staff and my own family, so I have to play it safe and keep doing what I know works". That meant that frustration within the business was increasing because there was no sense of innovation and growth.

Why it was getting worse:

The situation was getting worse because Amanda was missing out on opportunities to grow her business and increase her revenue. She knew that she needed to act, but she didn't want to jeopardise her existing business or her reputation in the industry.



Solution:

Over the course of several months, we worked closely together to first understand why Amanda felt so strongly about the risks associated with scaling her business, to breakthrough those barriers by developing a risk management strategy that identified and minimised each risk factor one at a time. This approach allowed her to expand her business without putting her existing operations at risk, helping her identify potential risks and developing contingency plans to mitigate those risks.

Result:

As a result of the work we did together, Amanda was able to successfully expand her business into new markets, increase her revenue, and reduce her overall risk. She was able to take advantage of new opportunities while still protecting her existing business and reputation. She opened her online store in 2020 and opened her second shop at Christmas 2022 and now employs 5 full time staff. Like other experiences, she and her team now feel more connected than ever because they all know how much work Amanda puts into minimising risk.

Conclusion:

Amanda's experience is just one example of how mentoring can help business owners lower their exposure to risk. By working with a mentor who has relevant experience and expertise, business owners can gain personalised guidance and support, access valuable resources and connections, and develop new skills and capabilities.

If you're hesitant to take risks in your business because you feel the risks outweigh the opportunities, consider finding a mentor who can help you navigate the challenges and develop a risk management strategy that works for you. With the right guidance and support, you can scale your business and increase your revenue while still protecting your existing operations, team and reputation.



Testimonial:

I just had to share my experience of mentoring with Mark and how it has significantly helped me overcome my fear of the risks of running my business. To start with, I think I was just looking for a friendly ear, but it turned out to be so much more than that.

Mark's ability to help me breakthrough my own barriers has been a revelation, and his expertise and knowledge are priceless in helping me identify potential risks and reduce them effectively. He shows me how to assess risks and implement measures to reduce their impact, which helps me avoid potential losses and setbacks. He provides me with actionable insights, and we developed a risk management plan that identifies potential risks and establishes ways to address them as they come up.

With his help we opened our website shop in lockdown, and I'm just about to employ a full-time person for website orders, and the new retail shop has just returned its first month's profit, I'm over the moon! I honestly don't think I could've done either on my own. Overall, mentoring has helped me embrace opportunities rather than fear them. I am forever grateful for Mark's guidance and support. If you're looking for a confidence boost help you control those niggling worries, I highly recommend talking to Mark.



Amanda C.

Director, retail sector.
York, UK.



Case Study

How mentoring helped Richard better connect his teams.

Overview:

Richard is the managing partner in a legal practice, established in 1989, with 3 fellow partners and 27 team members across 2 locations. With multiple departments, he and the management team had noticed a tangible breakdown in communications which was beginning to impact client service.

Problem:

Having run a successful practice for over 20 years, Richard was well used to fluctuations in performance and productivity, but the lock-down brought about by the global pandemic, plus the emergence of remote and hybrid working, had really impacted communication between people and departments. All the ideas they had come up with so far worked for a short time, but new working practices soon broke down again.

Why it was getting worse:

The situation was getting worse because this disconnection was impacting productivity and staff morale, and the feedback system within the practice was picking up an increase in negative client feedback. Richard knew that he needed to take action to improve team communication and collaboration, and a different approach was the only remaining viable option.



Solution:

Over the course of several months, we worked together to develop a plan to re-connect his people and teams. We identified the weakest links in the communication chains and developed strategies to improve communication and collaboration between departments. We also worked on team-building activities, including implementing DISC behavioural tools and techniques to help team members get to know each other better and build stronger relationships.

Result:

As a result of the work we did together, Richard and his management team have been able to successfully bring his team back together with a renewed sense of purpose and belonging. Company culture is no longer a term to be avoided but embraced by everyone in the practice. Overall communication and collaboration within the practice has improved and there is a significant improvement in productivity and employee morale. Absenteeism is down 20%, staff retention now stands at over 90%, and there have been no negative client reviews in the 6 months from implementing these new strategies to the time of writing this.

Conclusion:

Richard's experience is just one example of how mentoring can help business owners better connect or re-connect their teams. By working with a mentor who has relevant experience and expertise, business owners can gain personalised guidance and support, access valuable resources and connections, and develop new skills and capabilities.

If you're struggling to improve communication between your people, teams or departments, consider finding a mentor who can help you develop a plan to improve team communication and collaboration. With the right guidance and support, you can create a more productive, positive, and collaborative work environment for your employees.



Testimonial:

As the managing partner of a well-established legal practice, I am pleased to share my experience of working with Mark and how it has helped us improve our company culture, reduce absenteeism, and minimise client complaints. I sought guidance to address these issues, which were adversely affecting our business operations and reputation after trying several different ideas which we couldn't make work.

Mark provided us with expert advice and a different way to create a positive company culture that fosters employee engagement and satisfaction. Through regular communication and feedback, Mark helped us identify the root causes of absenteeism and employee dissatisfaction and develop strategies to address them. We were able to create a more positive work environment that fostered teamwork, collaboration, and respect. This, in turn, reduced absenteeism and increased employee morale and productivity. Mark also provided us with effective communication strategies that helped us better understand our clients' needs and expectations and reduce complaints.

I am grateful for the invaluable support and guidance provided, which has helped us rebuild our company culture, improve collaboration, reduce absenteeism, and minimise client complaints. I would highly recommend Mark to anyone looking to address these issues in their business operations.



Richard M.

Managing Partner, legal sector.
Leeds, UK.



Case Study

How mentoring helped Adam's business manage the need for change.

Overview:

Adam and Simon are the founders of a marketing agency, established in 2019, there are 3 employees in the business, plus Adam and Simon. The business started very traditionally, both Adam and Simon coming from larger well-established agencies. They had a good client base and plenty of work coming in, but they quickly found that the marketing industry was changing fast and they were struggling to keep up.

Problem:

Adam and Simon wanted to be market leaders, not followers, but a rapidly changing industry, together with fluctuations in demand (Covid-19), was putting them under pressure.

They knew they needed a change in strategy but didn't know where to start never having experienced this situation.

Why it was getting worse:

The situation was getting worse because their competitors were adapting quickly and gaining an advantage, or they looked like they were. This meant that Adam and Simon felt increasingly under pressure to keep up and out-perform their competition. They were also finding it difficult to recruit and expand the team because their competitors looked more attractive to applicants.



Solution:

Over the course of several months, we worked together to develop a plan to manage change within the business. We identified areas where the company needed to adapt and develop new strategies, and implemented a culture of innovation and adaptability where new ideas could be quickly and easily reviewed, assessed, and actioned.

Result:

As a result of the work we did together, Adam and Simon now feel like they are at the cutting edge of innovation because new ideas can be actioned quickly. They have a renewed sense of direction which is making them more attractive to clients and future employees. Their team has grown to 7, they have gained 3 new high value clients, and revenue has increased 5-fold. We are still working on profitability at the time of writing.

Conclusion:

Adam and Simon's experience is just one example of how mentoring can help business owners support and manage the need for change. By working with a mentor who has relevant experience and expertise, business owners can gain personalised guidance and support, access valuable resources and connections, and develop new skills and capabilities.

If you're struggling to manage the need for change within your business or organisation, consider finding a mentor who can help you develop a plan to adapt and evolve. With the right guidance and support, you can create a more innovative and adaptable business that can thrive in a rapidly changing environment.



Testimonial:

I just have to share how mentoring with Mark turned our business game around! When my partner Simon and I realised our competition was inching ahead, we knew we had to shake things up. That's when we sought the guidance of Mark, our mentor extraordinaire!

Mark helped us navigate the treacherous waters of change management with ease. With his expertise and infectious enthusiasm, he showed us how to embrace change rather than fear it. He encouraged us to think outside the box and explore innovative strategies that would give us the edge we needed to stay ahead.

There's this quote Simon and I often say, "If you can't beat 'em, outsmart 'em!" And boy, does Mark help us do just that. He helps us identify our strengths, capitalise on them, and find creative ways to differentiate ourselves in the market. With his guidance, we developed a game plan that allowed us to adapt quickly and keep up with the ever-evolving business landscape.

But it wasn't just about the strategies and tactics. Mark brings a fun and energetic vibe to our mentoring sessions. He makes us feel like we were on an epic adventure, and we can't wait to implement his ideas. His positive attitude and unwavering belief in our potential injects a fresh dose of motivation into our team every time we meet.

Thanks to Mark's mentoring, we not only managed to catch up with our competition, but it really feels like we've overtaken them! Our business transformed from feeling overwhelmed and stagnant to being dynamic and agile. We now embrace change as an opportunity for growth and success.

If you're feeling like your competition is leaving you in the dust, I wholeheartedly recommend talking to Mark. Trust me, you'll not only level the playing field but also discover a renewed sense of excitement and accomplishment. Get ready to show your competitors who's boss!



Case Study

How mentoring helped David's business get setup for sale.

Overview:

David and his business partners have built a technology and communications business over 13 years and have increased their revenue steadily over those years. There have been a few bumps in the road, but on the whole, business was good. The increasing pace of technological development meant that David and his partners felt that selling up and moving on was their most desirable option.

Problem:

David's business faced a critical juncture characterised by a plateau in growth and an inability to achieve desirable and sustainable profitability, despite decent turnover figures. The lack of direction within the team, rising prices and supply chain instability further compounded the challenges at hand, making the prospect of selling the business seem distant and overwhelming.

Why it was getting worse:

Discouragement permeated the team, while David carried the weight of responsibility for the business's success, the dream of selling a market-leading business for a fair price that recognised all the work put in over 13 years appeared to be slipping away.

Solution:



Over the course of 16 months, we embarked on a journey of transparent and open communication across the whole team. Regular meetings were held, fostering an environment where every team member's thoughts, ideas, and concerns held value.

These discussions proved instrumental in discovering hidden strengths within the team and unlocking their creative potential. With profitability as the guiding principle, we helped David develop efficient financial strategies including refining his pricing models and identifying areas for cost reduction. The focus shifted from pursuing high turnover figures to maximising profitability, recognising it as crucial for both long-term sustainability and attracting potential buyers.

Result:

The team grew stronger and more cohesive, driven by a shared vision and reinvigorated enthusiasm. As profitability steadily increased, confidence in the business's future grew. Selling the business at a fair price, an aspiration that once seemed unattainable, now appeared within reach. David hoped for a sale price of £1m+. He has sold for £3.2m with two of the partners remaining in the business to support the transition.

Conclusion:

The influence of effective mentoring catapulted this stagnant business into an attractive investment opportunity. The guidance and support delivered facilitated improved communication, unleashed the team's potential, and shifted the focus towards sustainable profitability. What was once considered a failing enterprise was now positioned for success, ready to be sold at a price that truly reflected its value.

This success story stands as a testament to the transformative power of mentoring in both for individuals and businesses. It serves as a reminder of the extraordinary impact that guidance, effective communication, and a focus on sustainable profitability can have. With the presence of a competent mentor, the possibilities are boundless, and success becomes an achievable reality.

Testimonial:



I am pleased to share my testimonial about the invaluable support and guidance I received from working with Mark in setting up my business for sale. The process of preparing my business for sale seemed daunting and complex, but with Mark's expertise and assistance, we were able to navigate through it with confidence.

One of the key aspects that Mark emphasised was the importance of clear communication. He helped us articulate the unique value proposition of our business and craft a compelling message for potential buyers. Through his guidance, we were able to effectively convey the strengths and potential of our business, which increased its appeal.

Another crucial shift that Mark helped me make was transitioning from focusing solely on turnover to prioritising profitability. He helped me analyse my financials and identify areas where I could optimise costs, improve margins, and increase overall profitability. This shift not only enhanced the financial health of the business but also made it more attractive. Mark talks about his scaling formula – people, processes, products, and profitability, and we discovered that having all four of these in place was pivotal in setting ourselves up for sale.

It feels incredible to see all my and my team's hard work having a tangible value. Through Mark's mentorship, I gained a deeper understanding of how to position my business in the market and effectively communicate its value. Quantifying the value of my hard work was a rewarding experience that affirmed the years of dedication I, my partners, and the team had put into building this business.

Overall, working with Mark was instrumental in setting up my business for sale. His guidance and expertise not only helped me effectively communicate the value but also shift my focus towards profitability. I am grateful for his support throughout the process, and I highly recommend his services to anyone seeking to prepare their business for sale.

