

CASE STUDY: EXTRAORDINARY FINANCIAL RESULTS CAUSED BY BREAKTHROUGHS IN ACCOUNTABILITY, RESPONSIBILITY AND EXPERIENTIAL AUTHENTIC LEADERSHIP

RETURN ON INVESTMENT: \$1.1MM in revenues created in first full year, 1000% return on coaching investment, 35% gross profit margin, improved relationships, and reduced stress and anxiety.

Situation

A young business struggling to attain sales, make payroll and generate leads, had drawn deep into its line of credit and was nearing bankruptcy. The owner started the business with an overly confident ego and no experience in leading a construction company. Lacking a clear strategy for building a client base or running business operations, employee turnover was high, causing construction delays, depleting cash and creating a downward spiral which the owner had no experiential capacity to change. Struggling to create revenue, and without any savings, the inexperienced entrepreneur relied on her spouses' income to keep the business afloat. Living in constant anxiety and fear with her spouses' health quickly deteriorating and their marriage in a critically worsening state, something had to change with the business and her way of operating in life.

Solution

Dr. Pauline Serice designed an intervention, working in depth and detail with the owner to create a clear strategy and vision for the future committed to LITERALLY transform the construction industry. Needing to grow in her own independence, the owner learned how to become accountable for results without relying on a perceived "safety net" of her spouses' income. Through intense individual and group coaching, breakthrough projects and a daily system of accountability, Dr. Serice's rigorous culture change system began changing how the owner operated and most importantly WHY, so that long term transformation could take place versus simply short-term change. Dr. Serice deployed her Experiential Authentic Leadership Development – Growth Through Adversity Process™ (EALD-GAP) technology with company employees, putting in place a crucial system of clear communication standards and new ways of thinking elevating the modus operandi of the team's interactions both collectively and as individuals. Purposefully designed processes and procedures were created which systematically improved the operational execution of the business.

Results

Within a seven-month time period, the trajectory of this flailing business and owner was completely turned around.

- A cumulative sales total of \$1.1 million dollars was delivered for the first full year of business with the targeted delivery commitment of \$950K surpassed by \$150K.
- 1000% ROI on Dr. Serice's coaching.
- Of the \$1.1MM in sales, \$943K was collected by year end with the targeted commitment of \$900K in collections surpassed by \$43K.
- 35% gross profit margin was achieved.
- Employee culture has tangibly improved and turnover rates meaningfully reduced.