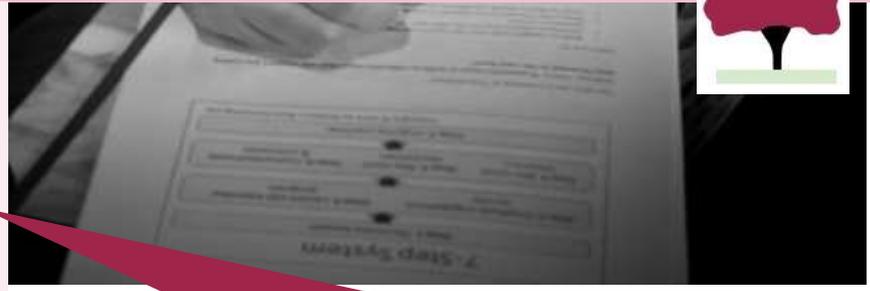




## CLIENT CASE STUDY

### BUSINESS ADDITIONS



#### THE CLIENT

Business Additions is a small family-run business that provides a wide range of business, administration, financial and accountancy services to small- medium enterprises.

#### THE CHALLENGE

Business Additions was already a successful business when Claire took over from her mother-in-law. During the transition Claire ended up with a new team, and realized she needed to get better at managing her team so she could free up her time from micro-managing to getting out of the office to bring new clients on board to continue to grow the business.

#### THE RESULTS

Claire now regularly attends networking events to meet and sign up new clients. She can now trust her team to do a great job without her being in the office every minute of every day. She has solid processes in place to make sure useful feedback is provided regularly, without micro-managing. Her team have guidelines to follow when something unexpected crops up so they know how to deal with it which means they can keep things going when Claire isn't there.

*“Working with Nikki has made all the difference as it means I now spend less time managing my people and more time managing and building my business!*

*I feel much more able to trust the team to do a great job without me, meaning I can walk away when I need to which has made an important difference in terms of my ability to bring in more clients.*

*Nikki is inspirational and explains using ‘real-life’ scenarios not just theory, sharing her own management experience.*

*I would highly recommend the 6-month Accelerate to Team Success program which is affordable, invaluable and an asset to any business.”*

Claire Connolly | Director, Business Additions

## HOW MULBERRY BUSH CONSULTING SOLVED IT

Claire participated in our 6-month Accelerate to Team Success program. We helped her implement appropriate frameworks and processes gradually over the 6 months so she could improve how she managed her team, but do so whilst she continued to run her business.

We worked remotely, getting together every 2 weeks, to discuss how to communicate key messages to the team and to develop processes around performance management, setting clear goals for the team so they could proactively manage themselves day-to-day, regular feedback sessions specific to their goals, induction processes to make sure the next new hires received all the relevant information at the appropriate time (something previously overlooked which resulted in a training gap being perceived as a performance problem), and recruitment processes customized for Business Additions so that for her next hire, Claire knows exactly how to approach the task of finding someone who will fit with her business.

