



## Reach a corporate ceiling, wanting more out of life.

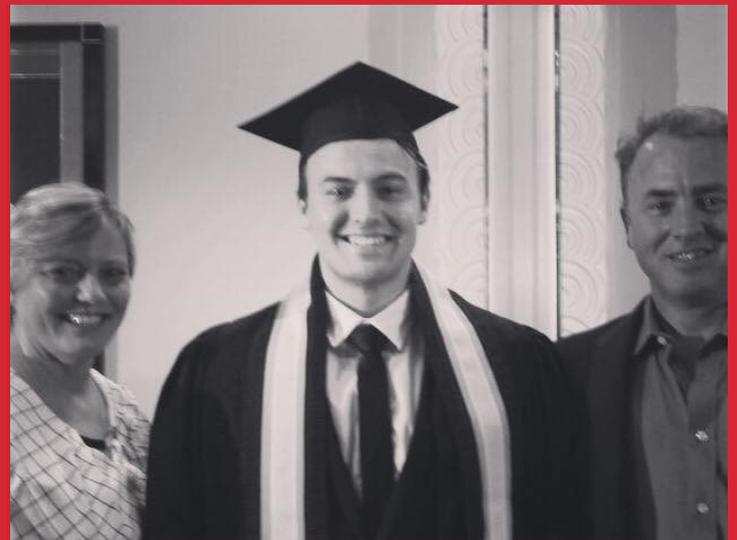
*"I value quality of life just like you should as a Business Owner, if you are ready to have your business do just that then ActionCOACH is for you" - Marlene Powell*

For Marlene her corporate expectations were far beyond the reality that was awaiting her on the other side. After having moved from a position on a regional level to a position in head office, Marlene realised that this was not for her. She describes it as a jail/caged environment with no freedom and a sense of feeling trapped and unhappy. She was constantly travelling, missing out on the important things in life and started to feel that although the money in corporate was good, what she was doing was not a true reflection of who she was.

Having come to a crossroad in her life Marlene realised that her career wasn't as important as she thought it was after 27 years, and realised that family needed to come first, and felt the need to be back with them. After constant weeks of traveling she realised that she was missing out on a lot and that the people she was traveling to Johannesburg for were the people that wouldn't even make time to come to her funeral, leading to her deciding that she needed to make a change and make time for the important people in her life.

Marlene decided to resign without a game plan, and then stumbled upon ActionCOACH in the Entrepreneur magazine while waiting in a Woolworths line. She liked the idea of business

*"With ActionCOACH I found myself and now have choices. A choice of success, a choice to work from home or not, while building a business around my needs and lifestyle." "*



coaching as she previously had experience in coaching while working in corporate. she also liked the idea that the path has already been walked on, and she didn't need to think and or create new systems - it was already there and all she needed to do was follow them.

In corporate, it was always about pleasing other, whereas in ActionCOACH she realised that she can please herself and others at the same time she is able to build a business to suit her

lifestyle and needs. With ActionCOACH Marlene is free to choose how she wants to build her business and who she wants to do business with.

*"Working in corporate the reward was only monetary with no personal satisfaction, where with ActionCOACH not only do I get the monetary rewards but the work I do with clients reflects my true self who has a better quality of life whilst adding value to other Business Owners lives"*

## BACKGROUND

Colleagues Kevin Mackridge and Andrew Cox wanted to be financially free so that they could enjoy the quality of life they had always dreamed of. After several investigations they joined the Talisman franchise and opened their first store in Ballito. Since then, they have owned and sold a total of 5 franchises since 2005 and remain with 3 all within Kwazulu Natal - being Ballito, Pinetown and Durban South.

## BUSINESS CHALLENGES

One of our biggest challenges that led us to find a coach was that we were working harder and not smarter within our businesses. We had become glorified employees within our businesses and micro managing every little detail which was driving us both up the wall. Our quality of life took a back seat and we were working harder than we had ever worked before, late nights and weekends leaving us with very little free time to do the things we wanted to do.

## THE TURNING POINT

We were looking for funding for a new venture and attended Brian Walsh's wealth seminar and bumped into Marlene. After a brief meeting she made us realise that just by tweaking our day to day activities and changing our stubborn ways we would realise our short comings and a path to financial freedom. We needed to change the way we collected and handled these non paying customers by "firing" them and finding better customers that would pay on time thereby improving our cash flow.

## THE DIFFERENCE WITH COACHING

We started seeing an immediate difference, within weeks from joining ActionCOACH we slowly started working on the business rather than in the business. We started to empowering our staff and managers to make them understand that we support their decisions and if mistakes were made, that at least if anything they learn from these mistakes. There was a reduction in unnecessary costs as well as a restructure which greatly improved our cash flow.

## COACHING RESULTS

More importantly and numbers aside, it was more the increase in the passion for our business that increased exponentially since we started coaching with Marlene Powell and ActionCOACH. We now work on our business and not in it, and have the quality of life we had always envisioned.

Looking back I would say there has been at least a 100 % growth in sales and profit since our first official coaching session.

## ADVICE FOR BUSINESS OWNERS

The best advice we can give struggling business owners is to stop being stubborn within your business, look back and ask yourself why you wanted to be in business in the first place.

For example, network with like minded business owners at GrowthCLUB's in your area and don't be scared to ask for help, be honest with yourself and focus on your end destination.

CLIENT SUCCESS

## CLIENT TESTIMONIAL

"With Marlene's help we started finding time to do the things that are not only important in our business but also within our personal lives. Our "bucket lists" have started getting ticked off quicker than we anticipated and have managed to travel to places around the world, and do things that we thought we could only do once we retired. We are happy to say that our businesses are doing well and are profitable and still showing double digit growth, in this economy that says a lot. I can honestly say that ActionCOACH has been our life preserver in these stormy economic times, ActionCOACH has without a doubt in our minds has helped us weather the storm."

Business: Talisman Ballito  
Business Owner: Kevin Mackridge and Andrew Cox  
Coach: Marlene Powell

