

I'M READY BUT I'M STUCK

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CASE STUDY



"I am ready but I'm stuck," she said

She'd always thought that at 55 yo she would launch a 10 year succession plan and when she hit 65, she'd retire as CEO and move onto the board of her second generation recycling company.

BUT now 58, she has not launched her plan. At first she was quick to blame the pandemic, but as we continued, she became more introspective.

Her self-awareness struck me.

She shared that she was stuck between two dilemmas: a prolonged conflict with her underperforming younger brother and her uncertainty about how the economic headwinds would impact her business.

She could articulate why she was stuck but could not figure out how to get unstuck. It was too complicated, she said and she was sure her brother wouldn't participate.

My process and the promise it holds is that once we

resolved the issues with her brother and she had a stronger mindset for steering the ship, she'd be on the path for uninterrupted growth!

And so we began. First with a comprehensive diagnostic which accelerated her ability to see her entire ecosystem, noting that she is in the center of it. This involved Assessing her performance on the 20 universal priorities of a business owner; Organizing them all into a flow chart so we could see how they intersected; Populating the initiatives into a project plan, and Fleshing out the goals based on what she knew and speculated thus far.

This Diagnostic had a dramatic result...it confirmed there was a way out and a path to achieve her expectations.

Her biggest take away from this part of the process was seeing how we were going to solve for multiple challenges at the same time.

When you have everything to gain and everything to lose...I'm here for you.