



## Case Study – Leadership Coaching

“Inspiring” | “Guiding” | “Supportive” | “Imaginative” | “Reassuring”

**Creative Leadership have helped a number of individuals with Leadership Coaching both privately and as part of wider business coaching programmes. One of the people they've coached is Emma James, MD of Tasty Marketing.**

Emma James started her own business in September 2007 after having spent several years working in various marketing firms. The decision to start a marketing company was one Emma took seriously, having never owned a business, she needed to be sure she would make the right decisions when the time came.

Emma met Michelle Fischer, Creative Leadership's MD at a local networking event, and was so impressed with the advice she shared, that she booked in to see her for 1-2-1 coaching.

Emma's sessions had a varied format in order to cover the different aspects of her challenges and major business decisions.

Emma talked through the challenges she faced with growing her fledgling coaching firm and Michelle encouraged her to look objectively at her circumstances. Some of the key things Emma made decisions about were;

- ★ A major office move
- ★ A decision against a merger
- ★ The vision for the business in the long term

**Emma's experience with Creative Leadership helped her make key business decisions about staff, her office premises and the overall direction of her business.**

**Those who have key Leadership decisions for their businesses will also benefit from 'Grow' Leadership Coaching sessions.**

Speaking about the coaching, Emma said:  
“*The sessions were short enough so as not to interrupt my working day, and I found after each session I was raring to go – energised for my next steps. Having someone to push me has meant that I have taken steps quickly that may otherwise have taken me months to do*”

*“Working with Creative Leadership has had a measurable effect on my business. Working with Michelle has allowed me to clarify my decisions and move my business forward. I credit my confidence to do this to the Creative Leadership team.”*

