

Client Case Study: Adam E

Business Owner



Programme: Room 11 1:1 Leadership Coaching **Engagement:** Two years, ongoing monthly sessions

RESULTS AT A GLANCE

£50K→£400K+

turnover growth across the engagement

~2x

turnover roughly doubling, year on year, most years

3

people now employed, from a team of one

No skin in the game

a space to think out loud, honestly challenged

Commercial brain

a transformational coach to bounce ideas off

And those are only the outcomes that can be measured.

Before Room 11

Adam came to Room 11 Coaching through the Shropshire Chamber of Commerce UK SPF leadership scheme, introduced via the Chamber's work with Heidi and Thea, in only his second year of being self-employed. An engineer by trade, he was doing almost everything himself – the technical work, the customer relationships, the admin, the lot. Turnover sat around £50K, and taking anyone on was, in his own words, not up for discussion.

The challenge

Growing the business on his own terms, without losing his grip on it:

- Deciding whether, and how, to bring people in – and living with what that would mean
- Planning the route to growth, because he couldn't see the wood for the trees at the time
- Keeping on top of cash flow as the business scaled
- Making big calls, like investment in machinery, with confidence



We revisited the idea of taking someone on for the best part of a year – reframing it, getting curious about what it would actually look and feel like, working through scenarios, and talking honestly about the emotional weight of having people rely on him. He stayed in control of every decision throughout; my job was never to push him towards hiring, only to make sure the thinking was genuinely his own.

The turning point

Turnover, over the course of the engagement

£50K

Engagement starts

£150K

Year two

£297K

Year three

£400K+

Now – on course for



Room 11 Coaching

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How the results were achieved

The solution

Room 11 Coaching has worked with Adam for two years and counting – ongoing monthly sessions that move at the pace his business needs. We work through a goals, roles, people, processes and culture framework, though rarely in a straight line: some themes sit underneath the conversation for months at a time, surfacing and resurfacing while the day-to-day sessions deal with whatever is live that week.

01

Goals and roles

Adam uses the space to offload, work through strategy, work on holding his boundaries, and order his mind – setting goals, defining what his own role should and shouldn't include, then holding himself to both.

02

People and process

From the decision to employ – revisited, reframed and tested for the best part of a year – through to the cash flow discipline and strategic machinery investment that now support a team of three.

03

Culture and control

Every decision has stayed his, all the way through. Coaching sharpens the thinking and holds the boundaries around it – it has never replaced his judgement.

A neutral space to be challenged

Adam values the sessions precisely because I have no skin in the game – a space where he knows his thinking will be genuinely challenged, without an agenda of its own.

Knowing when to push, and when to stop

Two years in, the coaching relationship itself has matured. I've learned when to push Adam, and when to recognise he's had enough.

The impact

This is transformational coaching in its truest form – not a fix applied from outside, but a business and a leader reshaped from the inside out, one decision at a time.

Adam has grown his business from a one-man operation turning over £50K to one on course for £400K, now employing three people. Cash flow, once something he was reacting to, is something he now keeps ahead of. He has invested in machinery on the strength of his own strategic thinking, and through every stage of that growth – goals, roles, people, processes and culture – he has stayed in full control of every decision along the way.

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From where I sit, the biggest change I've seen in Adam is his belief in himself, and his understanding of himself. Seeing that transformation, off the back of our coaching sessions, has been a real privilege and honour.

Anna, on what's changed most

“There's a real mutual trust now. He knows I have no skin in the game, and that I'll challenge his thinking – he's told me that's exactly why the sessions work. I've learned when to push him, and when to recognise he's had enough.”

The trust

About Room 11 Coaching

Room 11 Coaching is a specialist coaching business working with leaders, teams and business owners. Consultancies and programme providers bring me in to deliver the coaching element of their work: qualified, transformational coaching that embeds learning and builds people's confidence to move forward on their own, backed by real commercial understanding.

I have over 25 years of commercial and telesales experience, including at board level. I am an EMCC-accredited coach practitioner working towards Senior Practitioner, hold an EMCC-accredited Diploma in Transformational Coaching and a PTLLS teaching qualification, and am completing a foundation degree in Organisational Transactional Analysis. As both a qualified coach and a qualified trainer, I bring both disciplines to the work.

