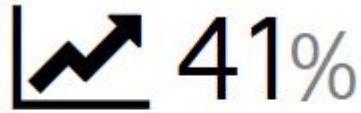


# Client Results Study 2018



Average revenue increase per year of coaching



Average profit increase per year of coaching

## Who did we survey?

28 of our clients provided their financial data as part of 12 month progress review exercises with their coaches. We collected 28 before and after revenue figures and 14 before and after profit figures.

## How were these results calculated?

Both these results are median averages. All figures are put in a line - lowest to highest - and the value in the middle is chosen as the average. This means that 1 outlier can't skew the result and the numbers are representative of a typical client's results.

## How reliable are the figures from your clients?

These numbers were self-reported and assumed honest but we didn't independently verify any of the figures. Since the data was submitted anonymously as part of a coaching process and included a mix of increases and decreases we think it's likely to be very reliable.

## How do we know these revenue increases are entirely due to coaching?

We don't. Large scale studies suggest that the average healthy business may grow its revenue by around 10% per year even without a coach<sup>1</sup>. The 41% growth we measured is significantly higher. Therefore we think that the businesses we coach grow their revenues about 30% faster than they would have done on their own.

## How do we know you haven't made these numbers up?

We can't release individual client's financial data but we're happy to put you in touch with some of our clients. Many of the businesses involved in the study have also written us public reviews which you can read on our [Google Reviews page](#) where we have received over 50 five-star reviews from business owners in London.

*[1] Sageworks suggests a Small Business Average Annual Sales Growth in 2015 of 7.8% which we take as a lower limit. Experian reports that the 1% of fastest growing small businesses in the UK (size: £1M-20M pa turnover) grow turnover by 20% per year. We take 10% as a rough estimate for the kind of business we typically work with.*