

From Following Orders To Following His Dreams

The Problem

Brian wanted to make a career change and run his own business. The challenge was that Brian had a very good job. This resulted in Brian having a competing values challenge. He really wanted to make the move, but he was aware that a change would mean income decreasing for quite some time while he built his business. He knew this would have a large impact on his family as he was the primary income earner. Although much of his income was commission based, he had never been self-employed, and had no real experience or credentials to make such a move.

The Solution

Be prepared to make the move when the time presented itself. JJ spent countless coaching hours, asking questions, helping prepare for eventual self-employment, even mentoring Brian to Master Trainer Status with Personality Insights Inc. JJ's style of "discover, experience and apply" would benefit Brian by helping put him in position to confidently cut the cord from the corporate world when the right opportunity and timing presented itself. It happened!

The Benefits

Hiring JJ gave Brian the knowledge and skill necessary to not only run a solopreneur operation, but the training was also invaluable in his personal life and corporate career. The people skills learned from JJ helped Brian to understand and connect with his family, customers, his team and even superiors in the company. The coaching around workshop preparation, expense management, marketing, pricing and even sharing intellectual property developed by JJ, had Brian ready to make the move when the time presented itself. Working with JJ was a fantastic value.

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“Hiring JJ was one of the best decisions I have ever made. JJ's patience and real-world experience was invaluable. His willingness to share his knowledge, expertise and even some of his own programs was second to none. Because of JJ, my relationship with my wife and children improved and my corporate career took off. JJ's coaching helped me to make better decisions, held me accountable and had me prepared to confidently cut the corporate cord once the right time and opportunity presented itself. I was profitable and more than doubled my projections in year one and am on pace to double again in year two.”

BRIAN MCKAY

Owner BPM Companies, LLC.

