

## Increased Productivity For Increased Revenues

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### The Client

Thomas Petty's company is WSI Internet Consulting & Education, a web-development firm specializing in helping businesses get higher rankings in the search engines through search-engine optimization, building optimized websites, paid advertising, media outreach, and online social networking. Most of his clients are in the San Francisco Bay Area, and include businesses big and small, from furniture manufacturers, to attorneys, to hair salons.



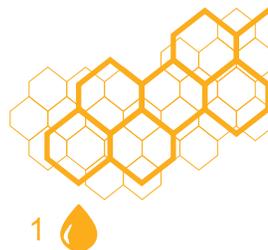
*“Working with Michele has helped me to refocus my priorities and delegate more effectively to my team. This has helped us to work together more seamlessly and lead to increased revenues of 25% in 2008.”*

### The Situation

As a successful entrepreneur with a fast-growing business, Tom found himself in the familiar position of many detail-oriented managers. His business was getting too big to manage himself. His 20+ years at a Fortune 100 company made him appreciate the old adage “Work from your strengths”, as he realized his need to delegate more effectively to avoid getting into a state of overwhelm.

Like many business owners, handing over some of the day-to-day management operations to his team can be challenging. This had him buried under those day-to-day details of running a successful business, and not spending nearly enough time engaging in revenue generating activities to grow his company.

“I was frustrated because I felt like I'd reached a plateau in my business,” Tom said, “but as hard as I pushed to break through to the next level—where I know the huge growth potential is for my company—I kept hitting a wall in front of me. And so I asked Michele to help me identify what was holding me back and break through to more optimal productivity.”



## The Process

Through a unique conversational style, Michele helped Tom identify exactly what those mysterious blocks were that he had created for himself and bust them up to expand his productivity. By identifying where he was using his time ineffectively, and giving him some valuable management tools to grow as a business owner, he was able to delegate far more tasks to his staff. This gave him the time and freedom to think creatively and nurture new business relationships while clearly communicating with his staff about what needed to get done each week.

“Through probing questions which helped me to identify the things that are keeping me from success,” he said, “and there have been some big “ah-ha” moments because of it! By stepping back from it all to take in the bigger picture, I can see more clearly what’s going on and what needs to be done differently,” says Tom. “This has allowed me to refocus my energies, create a realistic plan of action and delegate specific tasks to my team, creating more clarity for me and for them.”

## The Results

After working with Nectar, Tom was able to focus on business development and customer service, while allowing his team to grow their expertise and strengths. Establishing clear roles and responsibilities for each person on his team created a win-win for everyone while increasing revenues and decreasing stress at the same time.

“Working with Michele has helped me to organize my time much more efficiently while also delegating tasks and standards for excellence to my team. This has given me greater peace of mind knowing that we are delivering quality services. It has also created a real freedom for me, because now I feel like I can focus on other critical aspects of my business while trusting the work to be done well.”

“Michele does all this in a friendly and positive way that is fun and engaging. She doesn’t make it seem like work, but holds me accountable for what I need to do. I’d recommend her to other business owners in a heartbeat who want to increase their focus and bottom line results.”

Nectar Consulting works with small to midsize organizations to help leaders awaken their spirits and realize their full potential from the inside out. Our services allow them to enhance their capacity to lead and develop others to actively grow into powerful, collaborative decision makers for superior business results.

To learn more, contact Michele Molitor at **510-582-9982** or visit **[NectarConsulting.com](http://NectarConsulting.com)**.

