

# Delivering Bottom-line Growth for My Clients

**EXponential**  
Training & Assessment

## New Coaching Service

Mike Webb, MEC Associates

*“As a business growth coach and having worked as a coach on the Growth Accelerator programme, it is always important to keep yourself fresh and aware of new approaches.”*

Mike Webb, Director, MEC Associates

### Summary

Mike’s clients expect him to deliver simple, cost-effective coaching strategies that impact where it counts – on the bottom-line.

### Challenges

Business coaches need to invest in their own skills and to find new ways of supporting their clients. Mike has been a coach for a number of years and was looking for ‘something a little different for his clients’.

With the pressure on to deliver more from less resources, Mike thought Fit4BusinessGrowth might be just the new approach he was looking for.



## The F4BG Assessment

The F4BG assessment tool and subsequent coaching sessions with their F4BG Coach, has resulted in a new three-year plan and a new organisation structure.

## The Solutions

Mike embraced the new Fit4BusinessGrowth model, assessment tool and coach learning resources. It was not long before several of Mike's clients experienced the power of the F4BG model and methodology.

## Results and Future Plans

Having already used the F4BG model and tools with various clients, Mike is keen to ensure he continues to use them in the longer term. As a result of his involvement in this Erasmus+ project, Mike is looking to form a partnership with Exponential Training

Fit4BusinessGrowth is a project funded by the Erasmus+ programme.

The project aims to help small and medium enterprises to improve performance and productivity using High Performance Work Practices, Wellness Practices and Business Growth Coaching.



Photo: Experienced business coach, Mike Webb, MEC Associates

*"The Exponential Team really valued Mike's involvement in F4BG both from the perspective of a coach working with his own clients, but also as an independent voice and evaluator.*

*Mike provided feedback and ideas on how the F4BG tools and model could be further developed. I have no doubt Mike and the Exponential Training team will continue to work together in the future.*

*John Moore, Exponential Training, Managing Director*



Fit4BusinessGrowth



Erasmus+

**For further information visit:**

**[www.fit4businessgrowth.eu](http://www.fit4businessgrowth.eu)**

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