

### About Square Peg Associates

Square Peg specialise in the supply of Accountancy and Finance Professionals, and Commercial Office Support Staff across the North West of England. With over 20 years of consultancy experience, clients can rest assured that Square Peg's talented team of consultants can manage all clients' recruitment needs with complete efficiency from start to finish.

### Requirements

Director Suzanne Edmonds decided to use her experience in recruitment to set up Square Peg Associates in 2012.

Prior to this Suzanne had always been an employee, so decided to sign up to the Lancashire BOOST programme in October 2014, to gain training and advice on running a businesses. As part of the training Suzanne was assigned a 'Business Mentor', Paul Aisthorpe from Imaginative Coaching.

He was there to help her to grow Square Peg and drive its growth, but first she needed to gain some confidence in business leadership in order to take control.

### Coaching Performance

Paul spent time to understand Square Peg as a business, Suzanne's goals for the business, along with Suzanne's strengths and her areas for growth as a business owner. He then worked with Suzanne to make her feel more in control, increasing her confidence.

Together they developed a business growth plan, using her goals, then broke the goals down into stages that Suzanne felt comfortable were achievable. Paul also asked lots of questions, relevant to her, to clarify the steps to put in place. This gently coaxed Suzanne into making business decisions, improving her confidence.

Suzanne began to implement the first stages of the growth plans and Paul assisted her with recruiting new staff to her team and moving premises.

### Highlights:

- 25% growth in the business
- £40k over target
- Confidence as a business owner
- Leadership skills
- Business strategy and structure
- Team Management
- Clarity and control of the business
- Confidence in managing change

"When I set up Square Peg I'd describe myself as 'just a recruiter', but I knew I needed to become a business owner and leader."

**Suzanne Edmonds,  
Director**

"Paul encouraged me not to 'over think' things, but instead work backwards from my end goal to create achievable targets."

**Suzanne Edmonds,  
Director**

### Coaching Results

In just 6 months Square Peg are now £40k over what they believed to be an achievable target, by using the growth plans Paul helped them to develop. The practical business goal setting along with the motivation and coaching has vastly improved Suzanne's confidence and she is now happy to describe herself as a business leader. She now has the clarity to be in control of her business, its direction and growth.

Since working with Square Peg, Paul has assisted in the growth of the company, both financially, by creating a clear strategy and structure, in addition to expanding the team by helping to assess the job roles and the type of person best placed to join the team.



"We finished £40k over what we thought was achievable last year – I put this down to Paul's coaching and motivation."  
**Suzanne Edmonds,  
Director**

### Key Benefits

- Improved confidence as a business leader
- Business growth – financial and team
- Clear business strategy and structure
- Positive and motivational coaching



"Thanks to Paul I now consider myself to be a business owner and I'm ready to lead my team to continue to grow my business."  
**Suzanne Edmonds,  
Director**

### The Future

Suzanne is committed to continuing to work with Paul, both from a personal coaching aspect and for business growth. She believes the return she gets from him far outweighs the investment, and this has proven by what they have achieved so far – they have greatly exceeded expectations.