



The Big Blue Box Ltd

Tough Conversations

The Background

As an expert in his sector E has developed a market changing – game changing – innovation. His marketing activity has brought the attention of his traditional competitors and recently, ‘new entrants’ to the market have copied his innovation.

E was beginning to realise that he had to change – to act now to maximise his opportunity.

‘I had arrived at a point where I felt an external perspective on how my behaviour patterns and habits were affecting my performance would be beneficial, together with some non-dictatorial suggestions on how to overcome various challenges.’

The Process

We explored his career and story to-date. E’s life has been exciting but chaotic; he has a habit of destroying the things he creates. Changes he tried to make typically ended in ‘A *continued yo-yo cycle!*’ of initial energy then boredom, yet he regularly spent much of his energy ‘battling’ with his competitors.

Despite his energy his business had yet to evolve. We had a tough conversation.

In that conversation, E described an ‘Ah Ha!’ moment as:

‘A realisation of where the ‘need to create the big fight came from!’

‘I suddenly had a more insightful understanding of what the challenges to be addressed were and where they originated.’

In a similar conversation in a subsequent session there was another moment when E again faced the truth.

E has stakeholders; he has received investments in his business from family members, suppliers and a business partner. This was his opportunity and it needed his full concentration and energy now to maintain the initiative.

We needed to change the game – to break the cycle.

We had another tough conversation!

‘I think I’ve just had my butt kicked!’

He recognised how he had not fully engaged his own commitment; he was still not focused upon the requirements for growing his business.

E took the message and said he needed to go and reflect upon it.

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The Outcomes

A couple of days later he reported:

I've started a proper business plan, I've taken it to [my business partner] and he agrees, we've had the best meeting so far.

I've talked it through with the other stakeholders and they are on board.

I've already made some changes in my personal life.

I'm feeling on fire and I've just had the most productive day ever.'

Even though E had clearly stated that he wanted *some non-dictatorial suggestions*, he had failed to respond until he actually was 'told' what he needed to do, in a tough conversation.

The conversations continued.