



KAREN HINDS

EMERGING LEADER EXPERT

CASE STUDY

OPERATION 5/90

MISSION ACCOMPLISHED

Karen Hinds shows that consistency, small pivot moves, and insane accountability can yield extraordinary results like these.

- ✔ **90 Days**
- ✔ **5 New Clients**
- ✔ **6 Figures in New Revenue**
- ✔ **Unstoppable Momentum**

**SUPERB
COMMUNICATION**

STRATEGY. BREAKTHROUGH. PERFORMANCE.



from the desk of
MARIA KECKLER
accelerator | executive coach

Emerging Leader Expert, Karen Hinds delivers training and coaching services to corporations and educational institutions that are committed to developing the next generation of leaders. Referrals have been the primary source of Karen's business. She needed a new approach to generating consistent sales and sustainable revenue to advance vision and business results to the next level.

EXTRAORDINARY RESULTS

90	5	6	
90 DAYS EXECUTIVE COACHING PERIOD	FIVE NEW CLIENTS	SIX FIGURES NEW REVENUE	UNSTOPPABLE MOMENTUM

THE SITUATION

Like many successful experts and advisors, Karen faced two challenges: (1) how to clarify a predictable and sustainable process to generate, nurture, and close B2B leads, and (2) how to jumpstart unstoppable momentum that would yield predictable, long term results.

THE OBJECTIVE

We would be laser focused on accelerating Karen's sales breakthrough and building sustainable momentum. Tangibly speaking, Karen would need to land five new clients while applying a proven process that would become second nature and ultimately yield the new habits needed to maintain sustainable momentum.

THE PROCESS

Like many experts and advisors, Karen struggled with balancing all the demands of her training business (the daily and urgent administrative tasks, marketing activities, sales conversations, and delivering her services). She found herself spending more time working in her business than on the revenue generating activities that lead consistently to sales and unstoppable momentum.

Karen knew she needed to invest more consistent effort in generating new leads, building relationships, and having more sales conversations. To facilitate this, we tweaked the way Karen worked and communicated her value to prospects by implementing a four-part strategy:

“I knew I had the building blocks already and an awesome program and business. I had seen some pretty decent success. But one of my biggest struggles was consistency. So what inspired me to work with you was the need for consistency, putting systems into place, and learning about pivot moves, the little adjustments I needed to make everything click.” —Karen

SUCCESS TOOLS & INSIGHTS



Karen’s previous coaching experiences had failed to deliver remarkable results because their approach didn’t align well with the way she naturally DOES things, especially when striving to achieve goals. **The Kolbe A Index®**, the tool we use to provide an amazingly accurate map of Karen’s individual’s natural instincts, or modus operandi (M.O.), helped guide the customization of the strategy that follows.

Every tactic was specifically customized to energize Karen for maximum achievement and to mitigate her energy drain.

1. The Execution Lab Experience

We first integrated Execution Labs to Karen's week to boost her productivity and mental capacity. These were guided experiences of productivity designed to accomplish more administrative, communication, or marketing tasks by combining timed power blocks of hyper focused activity with shorter periods of mental recovery.

“The execution lab began to rewire my brain for consistency. That’s how I work now, and I no longer spend hours and hours doing something. Now, I set everything down and get focused, then walk away from the task, so I can regroup and rethink where it needs to be.” — Karen

2. The Four-Point Day

Second, we implemented a Four-Point Day strategy to help Karen work towards activities directly connected with revenue generation. Activities included connecting with leads, setting appointments to meet decision makers, conducting discovery sessions or sales presentations, and/or getting a commitment to move forward.

“Four points a day was the strategy I needed to keep moving forward. It was a mindset shift because before I would try to overcompensate when I didn’t do well. Now, I know I can just hit the reset button every day. It’s still about getting the four points. If I get extra points, that’s great. It’s about the compounded interest of my daily activity. —Karen

3. Insane Accountability

We implemented a mechanism for daily check-ins and communication 1) to jumpstart the compound effect, 2) to facilitate quick responses to questions related to prospecting, negotiation, proposals, and sales communication, and 3) to identify blindspots and key times Karen needed a pivot move.

“The difference between working with you as compared to past coaches and programs was the insane accountability. Without daily accountability it’s easy to play catch up, knowing that check-in time with the coach is coming. Your process is about daily, compounded activity. And I had to get it done.” —Karen

4. Power Moves

We ensured that Karen didn’t waste a single second overthinking the follow up process, communicating her value, or nailing the communication the converts leads into prospects, discovery sessions into proposals, or proposals into sales. Karen had access to a menu of proven Power Moves and Communication that Converts™ templates to accelerate her results.

THE INNER GAME: BRINGING IT ALL TOGETHER

Karen didn’t close her first sale until day 61 due to long corporate sales cycles. While most people in her shoes would've doubted or quit the strategy, Karen trusted the process and strengthened her inner game—without neglecting daily action. Inner game work is very personal and vulnerable work, but it is essential to sustainable success. Ultimately, it is what changed the momentum of Karen’s game.

Trusting the process and staying laser focused on the established plan is often the greatest challenge clients face in route to experiencing the results they want. It's human nature to confuse success with the results of success. Karen's success boils down to being willing to admit she needed help, trusting her coach, and trusting the process to the very end.

THE REST OF THE STORY (AUDIO DOWNLOAD)

You can listen to the rest of the story at [SuperbCommunication/case-study-karen-hinds](https://www.superbcommunication.com/case-study-karen-hinds) where Karen shares deeper breakthrough insights, including:

- The “elementary” practice that led her to new clients when her pipeline ran dry
- The mindset shift that leads to breakthrough
- Why coaching programs failed her before

"Working with Maria Keckler is the best business decision I've made this year. Her strategic coaching and unique "pivot moves" approach have increased my results beyond what I thought was possible" —Karen Hinds

I WANT YOU TO HAVE A BREAKTHROUGH TOO

“One pivot move can change the momentum of the game.”

These words, from my late father, revolutionized my life and the way I work with my clients. I would love to help you or your team experience a new breakthrough as well. Extraordinary results might be just a couple of moves away. Schedule a free discovery session today. —Maria Keckler