

D2N2 Growth Hub Case Study

Debra Nash Counselling - Case Study from Chesterfield Borough Council Advisor

Business Name	Debra Nash Counselling
Contact Name	Debra Nash
Telephone/e-mail of business contact	07749 321836 / info@debranashcounselling.co.uk
Website	http://www.debranashcounselling.co.uk/
Advisor name and Organisation	Adrian Williamson Chesterfield Borough Council
Adviser telephone/e-mail	07805 764251 / adrian.williamson@chesterfield.gov.uk

Commentary /Background to the business

Debra Nash began her counselling business in January 2015.

To begin with the counselling services were offered through use of a hired room in Chesterfield, servicing the immediate area around the town. This proved to be a good start for the business and fitted in well with Debra's work pattern, but restricted the potential for any expansion and flexibility.

Wishing to build on the success of the counselling business and be able to offer an even more discrete service, Debra decided to take the plunge and have a purpose built counselling suite positioned in her garden at home.

In terms of facilities for clients this has proven a great step forward.

D2N2 Growth Hub Input

As an advisor I worked with Debra for a couple of appointments amounting to a 3-4 hours. These meetings were based around identifying routes to develop the business based around the new location.

Debra has spent time and effort to offer top notch facilities in her new location. However when we first met there was a concern over a lull in new enquiries which was acting as a distraction from development of the business.

We discussed short term goal setting to build further impetus in moving the business forward, we took a look at a concerted approach to development of contacts in the professional healthcare community and addressed the way potential clients and Debra perceive the vital service that is being offered.

Outcomes

Working with Debra she has be able to redevelop her professional listing, focusing on the initial catch words of her profile in respect of known issues that present in

counselling, which in turn has started to build new business. The work that she has carried out has also spawned a new professional contact which is likely to lead to further growth in the practice. Overall the work I've done with Debra has allowed the potential that was always there to begin to flourish in the new location.

Business Advisor Comments

Debra said;

“Although I have professional experience of business management roles, owning and developing my own business from scratch has been a new departure. I put in place all of the requirements to establish what I needed to get my practice off the ground, and quickly, but in relocating my practice and soon after experiencing a lull in enquiries for the first time, without any prior measure of seasonal troughs because it was all new, I was at a loss as to how to re-establish the initial momentum.

From the onset, Adrian helped me to step back objectively and to see my work for the business it was outside of the therapeutic relationship that it is in practice (interestingly, we realised very quickly that his role as facilitator was akin to my role as a counsellor).

Whilst I had written a business plan for my therapy room development, I had not then revisited it, and I saw through

Adrian that in owning and developing a counselling practice, there should be constant management of it from a commercial perspective, and not just in delivering my services. This knowledge alone has set me on a new level of understanding for moving forward, which I feel will ripple into all areas of my business progression.

Adrian's methodology of breaking down my business model and practice allowed me to be more strategic in my considerations of setting goals for the short, medium and long term. That enabled me to put direct measures in place to give my business a new boost, and to maintain continual focus for the future. I have now made my business more visible and my services and specialist interests more clear, to direct the spotlight towards my practice over competitors in what is a tough market.

I can't thank Adrian enough for helping me and at such a crucial time during my first year of start-up. As any good counsellor/facilitator would, he gave me the tools and guided, and he did that with absolutely the right approach; leaving me empowered and with a new sense of confidence in my business skills."