

## **Jim Roche, CPA Case Study**

### **Q: What was the problem/situation which drew you to Coach DQ's services?**

A: I felt my business was stuck. I was doing okay, but each year I would plan for the “bust out” year, only to be disappointed come December. I’ve been an ardent goal-setter for over a decade, but after repeated frustrations at not reaching my goals, I stopped setting them.

### **Q: What specific issues did you hope to address during your coaching sessions?**

A: I hoped Coach DQ would help me uncover the blind spots that were holding me back.

### **Q: What is the best part of the coaching experience for you?**

Sometimes, the days of our calls can feel fearful, especially if I’m thinking that I spent the past week only working—that is, working IN my business, rather than ON my business. But always, without exception, I end our coaching session with energy, and the feeling that I have someone firmly in my corner.

### **Q: What was the most challenging part of the coaching experience for you?**

The most challenging part of the coaching process is the slow pace of externally visible results. When I started working with Dawn, I had great number of issues on my plate, and really needed to clear up some deep-seated and even unrecognized beliefs. In other words, I needed to do a great deal of “inner work” before realizing tangible results.

### **Q: What was the outcome of your work with Coach DQ? Did it meet your expectations?**

While my breakout year is still a work in progress, I feel that the way DQ plants seeds (some of which I may not be ready for at the moment) and then keeps revisiting areas as they grow and change, has been and continues to be of extreme benefit to the continued development of myself and my business.

I would, without reservation, highly recommend Coach DQ to anybody who is ready to do the hard work of transforming an area of their lives.