

Why do we do what we do?

Small businesses often have to focus more on operating the business than on developing it, or developing the individuals within it. Efficient and effective operation is clearly imperative, but it does develop habits of behaviour in individuals and groups that become profoundly difficult to change.

Why's that? Becoming really good at something usually means doing it over and over again. When that happens, thinking becomes habitualised and rigid; it feels more comfortable accepting the 'norm' than making a change. Individuals often end up in a situation of knowing what they 'should' be doing to grow their business, but not actually acting on that knowledge.

What we do...

We help individuals within small businesses to create growth the way they want to. We deliver corporate grade **business skills training** (in sales, service, negotiation, management and communication) perfectly balanced with our **personal transformation** toolkit – which blends training, coaching and NLP techniques into a condensed, practical and transferable set of 'Success Tools'.

“Why not just the business skills though?”

What's so different about us? Business Coaches, training companies and public seminars normally focus on sharing the knowledge required for growth. The onus is then on the individual to integrate that knowledge into their business. But this can be difficult if their thought processes, beliefs, expectations and values are not in line with that new knowledge – particularly when they go back to the workplace that is the basis for so much of that habitualised thinking. The outcome? *“A sense that I'm not fulfilling my full potential, and a sense that there's more to achieve but that I'm unable to take action.”*

And that's what we do; that's our difference. We deliver the **commercial knowledge** required for improved business performance, **and personal transformation** that permanently embeds empowerment, belief, motivation and confidence. The individuals we work with own these personal transformation tools forever, and are consciously equipped for any success they choose to create.

The tools of success are learnable. This isn't just lessons in positive thinking. Most training we receive in our lives is about 'external' things - facts, dates, skills. It's rarely about 'internal' things – how our minds work, or why our beliefs or expectations are so powerful, or what to do if our conscious and subconscious beliefs don't support us in pursuing our goals. That's what the Success Tools enable you to do; construct not only the knowledge set that will support your future successes, but also the mindset and emotional base that will guarantee it.

Find out more at paulcallaway.co.uk