

Leadership
& Performance
Development

LMA



TAURUS MARKETING CASE STUDY

THE ISSUE

Tremendous growth of her busy agency left MD Sharon Williams struggling to achieve that elusive life balance.

THE SOLUTION

Williams invested in LMA's Effective Personal Productivity course for herself and her team.

THE RESULT

Enhanced balance and increased productivity of the agency.

Achieving life balance with the LMA Effective Personal Productivity course

Taurus Marketing is a boutique public relations, marketing and creative agency specialising in unparalleled levels of personalised service for clients ranging from small-to-medium businesses to major ASX-listed corporations.

Taurus offers a flexible service with a practical approach to executing public relations, marketing and creative concepts for the IT, finance and professional service sectors. Managing Director, Sharon Williams is a firm advocate of LMA training courses, and after personally completing the Effective Personal Productivity course, chose to put her staff through the same training.

PR, MARKETING AND CREATIVE CONSULTANCY SEES IMMEDIATE RETURN ON INVESTMENT:

Williams explains, "I was first introduced to LMA by a client and I trusted his recommendation enough to buy a course for myself, particularly after reading through the range of positive testimonials from other LMA clients. I run a business, a home and a young family and felt I was the most organised and efficient person I knew. LMA has given me life balance and helped me realise life doesn't have to be all work.

Taurus has grown at a tremendous rate in the last few years and my role has changed from working in, to working on the business. The LMA Effective Personal Productivity course gave me a vehicle through which to make that transition."



"It is the best investment I made this year and I encourage you to follow LMA's recommendations."

Sharon Williams, Managing Director, Taurus Marketing:

We bill consulting on an hourly rate so we want to ensure our customers achieve maximum value from every hour we work on their behalf. The course helped my team concentrate on key activities – Effective Personal Productivity calls them 'High Pay Off activities' – which means they take responsibility for their time and their achievements and watch for maximum deliverables, not maximum effort. It's a subtle difference but one that differentiates between a good and an excellent consultant."

LMA FULFILS SPECIFIC BUSINESS GOALS:

Williams continues, "At Taurus, we operate a flat management structure which means that staff have autonomy and responsibility. I wanted my team to:

- **Gain a better understanding of the impact of their role within the company**
- **Understand which activities they should be spending the majority of their time on**
- **Look at how they could work smarter, not harder, ie increase their billable consulting hours**

To discuss how we can help you achieve exceptional results in your organisation, contact us on (Aust) 1800 333 270 or (NZ) 0800 333 270 or visit www.lma.biz

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THE COURSE WAS PRACTICAL AND WELCOMING:

The Taurus team found the course friendly and informative. They also found the uninterrupted two hours a week at the course a powerful opportunity to focus on planning and reviewing their achievements – both professionally and personally.

REACHING A LIFE BALANCE:

Williams reveals, "I was immediately able to implement practical ways of increasing my personal productivity and that of my team. I spend more time with my family and I've even taken up a new hobby. I get more sleep and 'down time' and I rarely work through the night. I am clearer in my focus with the business, more structured in my approach to my day and am more effective in my communication."

EFFECTIVE PERSONAL PRODUCTIVITY IS A

GOOD WAY TO START:

Williams concludes, "I am already reviewing the next batch of LMA courses and am particularly interested in the sales course. Now I know the process works I have recommended the course to family, friends, clients and prospects."

LMA MAKES YOU LOOK AT TIME DIFFERENTLY:

Taurus staff found they looked at their working day in a more organised and structured manner and focused on clearly defined High Pay Off activities. Communication with colleagues and management is more efficient and effective and they've reduced interruptions by up to 20 percent. Instead of repeatedly breaking the flow of their work to address a colleague, they tend to schedule a time together to address all the little matters collectively.

EFFECTIVE PERSONAL PRODUCTIVITY TRANSLATES THROUGH YOUR ENTIRE LIFE:

Stacey Toskas, Account Manager for Taurus, continues, "The course has not only translated itself professionally but has also had a significant impact on my personal life. I now set SMART goals and plan on how I am going to execute and achieve them. I had always considered myself to be very organised and I was initially sceptical about what the course could offer me. However, within one week of commencing the course, I immediately began to experience positive results."

"As a result of completing the LMA course I am now more effective and productive in every task I undertake."

Stacey Toskas, Account Manager, Taurus Marketing: